

Natalie Blackmon

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Dedicated professional with over 18 years of experience and a diverse background in front-end development, graphic design and marketing

Technical Proficiencies

- HTML, CSS, JavaScript
- Liquid, Angular, TypeScript, Node.js, React
- Drupal, WordPress, Shopify, and SharePoint custom theming
- Photoshop, Illustrator, InDesign
- Section 508 / WCAG 2.0 compliance
- Front end design in .Net / MVC Web apps
- GIT and TFS source control
- Microsoft Word, Excel, PowerPoint, Publisher
- Visual Studio and SharePoint Designer

Professional Experience

Front End Web Designer – 6/2021 to present

Diesel Laptops, Irmo, SC

- Subject matter expert on managing and implementing Shopify themes and updates
- Design and implement content and Liquid code changes in the Shopify site
- Design landing pages and maintain all forms for the site
- Design other marketing collateral as needed

Senior Interface Designer – 1/2015 to 6/2021

Web Designer – 1/2011 to 1/2015

NIC / Tyler Technologies (SC.gov), Columbia, SC

- Subject matter expert for Section 508 WCAG 2.0 AA compliance and responsive design for all products
- Lead front end developer for .NET / MVC Web and mobile applications
- Lead front end developer on creating custom Drupal theme template to be used for all SC.gov state partners
- Sole front end developer / designer for 4 years, managing all SharePoint sites and front end of .NET applications

Freelance Web and Graphic Designer – Fayetteville, NC and Columbia, SC

Freelance, 1/2011 to Present

Design logos, WordPress sites, and Web applications

Sole Proprietor – 6/2006 to 1/2011

SageCoast Design, Fayetteville, NC and Columbia, SC

Owned and operated a Web design business that designed/implemented Websites and marketing materials for businesses and organizations. Produced useful and attractive sites for companies and organizations that previously had none; revised existing sites to conform to best practices and improve search engine rankings; designed and implemented business identity and marketing materials.

Marketing Representative – 3/2010 to 6/2010 (Temp Contract)

Unitrends, Columbia, SC

Managed all aspects of Website design and content management to assist in meeting marketing goals, including implementing a new forum for customers' questions to reduce technical support requests

English Language Arts Teacher, 10th and 12th grades – 8/2004 to 3/2006

Belton High School, Belton, TX and Copperas Cove High School, Copperas Cove, TX, 8/2004 to 3/2006

Copy Editor and Weekend City Editor – 12/2002 to 12/2003

Education Reporter – 10/2002 to 12/2002

Education

Bachelor of Arts in Mass Communications – 5/2002
Campbell University, Buies Creek, NC

Work Highlights with Demonstrated Outcomes

Diesel Laptops – <https://diesellaptops.com> – Researched and evaluated available themes and presented the best option to management, then customized that theme to the brand and other company specifications to launch the first theme for the company that could be updated. Developed and maintained documentation and SOPs for keeping the theme and content updated and clean. The result was a noticeable increase in site speed and the site saw a 30% increase in new users.

Business Entities Online – <https://businessfilings.sc.gov/businessfiling/> – Launched 2017

International Association of Commercial Administrators (IACA) Merit Award (2018)

A suite of applications for the South Carolina Secretary of State that allows business users to file, search, and retrieve business documents online and allows SOS representatives to review, process filings, and obtain reports. The application has increased productivity and provided cost savings by reducing the turnaround time to 24 hours or less for the over 238 online forms available. Over 145,000 filings have been processed, and ongoing enhancements to the application are in progress.

South Carolina Careers – <https://careers.sc.gov> – Launched 2019

Custom Drupal site created in partnership with SC Department of Administration to provide information about career opportunities in state government and to serve as a gateway to the job search application for the state.

Department of Natural Resources Customer Service Portal – <https://dnrlicensing.sc.gov/DNRLicensingSales/> -

Launched 2013

A large suite of applications that replaced the agency's internal system and expanded the availability of online license sales and adapted the online portion to be mobile friendly using responsive design. A redesign and upgrade to the system is in progress.