

Tim Kloote

Front-End Web Developer & UX/UI Designer

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Profile

Dedicated Front-End Developer & UI Designer with a passion for creating engaging and user-friendly interfaces. I strive to combine technical expertise with creative design to deliver seamless digital experiences using the latest tools and trends in design & tech.

Skillset

HTML & WCAG 2.1 • SCSS / CSS • Tailwind CSS • Bootstrap • JavaScript (ES6) • React.js • Node.js • AEM • WordPress (PHP / MySQL)
VS Code • Figma • Sketch • Adobe Creative Suite • UX / UI Design • UI Development • Graphic Design • Web Design

Work Experience



Senior Interactive Designer & UI Developer (2023 - present)

Up2Go International, Northville, MI

- Pioneered the integration of Keylines & Kronograph Javascript SDKs for Up2Go's flagship SaaS project (shaRe), employing React and Vanilla JS within a Vite framework.
- Orchestrated the design strategy for marketing and advertising across all Up2Go web properties, including updating typography, branding colors and CSS animations with a custom CMS solution.
- Revitalized Up2Go's branding and design language using Figma and Adobe Creative Cloud, leading to a unified and professional visual identity. This transformation received positive feedback from stakeholders and contributed to an increase in brand recognition in key markets. Heavy focus on UI, UX & accessibility.

MRM

Senior User Experience Interface Developer (2018 – 2023)

MRM Detroit (MRM // McCann), Birmingham, MI

- Maintained a library of reusable, white-label components to be leveraged on GM family of brands websites. Created new, and updated existing components using Handlebars, JS (ES6) and SCSS/CSS for display in a custom Node/React front-end engine.
- Worked with front-end developers and UI designers on various GM accounts on various live GM components such as vehicle colorizers, interactive EV Maps, EV Savings Calculators & timed GM branding promotions.
- Collaborated closely with the UI / UX team with design tools such as Figma, InVision, Sketch & Photoshop to take creative design concepts and turn them into working prototypes.
- Closely followed the strict GM branding guidelines for each of their brands: brand colors, typography, spacing, etc.



UI Web Developer (2021 – 2022)

Schoolcraft College, Livonia, MI

- Worked with the web & marketing team at Schoolcraft College to build & maintain the Schoolcraft College branding.
- Built custom web components within WordPress with the latest practices in HTML, SCSS/CSS, and JS.
- Migrated site data & content from legacy CMS Sitefinity to Wordpress.
- Condensed 75 department sites into 40 using Information Architecture and UX expertise.
- Received national awards for the Admissions website design and UX.

Optum

Senior Web Developer (2015 – 2018)

Optum Technology (United Health Group), Southfield, MI

- Produced components in design patterns & systems and for UHG AEM based digital marketing sites.
- Coded, tested & debugged code in: HTML5 / CSS3 / LESS / SASS / JS / AEM (5.6 - 6.2) / Angular / React.
- Created usable websites / web apps on multiple devices, browsers and screen sizes.
- Collaborated in an Agile work environment to build technologies and applications for provider-facing sites.



UI/UX Designer & Front-End Developer (2014 – 2015)

Element5 Digital, Troy, MI

- Developed custom WordPress CMS websites with HTML5, CSS3, JavaScript/jQuery and PHP/MySQL for a dynamic easy to maintain user authorable products.
- Built front-end UI elements for various web apps and sites based off design files & followed responsive design techniques to endure a solid user experience on all devices.
- Maintained and debugged various website properties to ensure up-to-date development methods.

Work Experience Cont.



Web Developer (2013 – 2014)

iwerk, Royal Oak, MI

- Developed dynamic online promotions, websites, blogs & email templates with HTML5, CSS3, JavaScript/jQuery for nationally recognized clients including State Farm & American Airlines.
- Painstakingly tested and delivered fluid-responsive layouts for desktop, tablet and mobile, optimizing the code & the layout for each platform and ensuring a great user experience.
- Coordinated closely with project managers and designers to deliver projects on time and on budget.

synectics media

Graphic Designer / Front End Web Developer (2009 – 2013)

Synectics Media, Royal Oak, MI

- Lead all art direction and rebranding of the company; including print promotions, graphic design, web design, email marketing.
- Designed & developed websites, web apps & custom WordPress theme frameworks utilizing HTML5, CSS3, PHP/MySQL and JavaScript/jQuery for beautiful and dynamic user experiences.
- Crafted & coded table-based HTML email campaigns for various clients.

Education

Lawrence Technological University, Southfield, MI (2004 – 2009)

Bachelor of Fine Arts in Graphic Design

Graduated Summa Cum Laude