

Tim Kloote

Front-End Web Developer & UI/UX Designer

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PROFILE

Dedicated Front-End Developer & UI Designer with a passion for crafting engaging, user-centered interfaces. Leveraging a blend of technical expertise and creative vision, I deliver seamless digital experiences that prioritize accessibility, responsiveness, and the demands of modern digital environments. Driven to stay ahead with the latest tools and trends, I create solutions that are both visually compelling and highly functional.

SKILLSET

Core Front-End Technologies: HTML & WCAG 2.1 • SCSS/CSS • Tailwind CSS • JavaScript (ES6) • React.js

Frameworks & Libraries: GSAP (GreenSock Animation Platform) • AEM • WordPress (PHP/MySQL)

Design & Prototyping Tools: Figma • Adobe XD • Adobe Creative Suite

Animation & Interactive Design: CSS Animation • GSAP • Web Animations API

Additional Skills: UX/UI Design • Responsive & Accessible Design • Design Systems

WORK EXPERIENCE



Senior Interactive Designer & UI Developer (2023 - present)

Up2Go International, Northville, MI

- **Salesforce CRM Integration & Advanced Visualization:** Integrated Salesforce CRM and advanced graph visualization technologies into Up2Go's SaaS project, utilizing React and Vanilla JavaScript within a Vite framework to build dynamic, data-rich user interfaces.
- **Front-End Development & UI/UX Design:** Developed responsive, accessible interfaces using HTML5, SCSS, JavaScript (ES6), and React, ensuring optimal performance and seamless user experiences across devices.
- **Interactive & Advanced Web Animations:** Utilized GSAP, CSS animations, and JavaScript to create sophisticated, performance-optimized animations that enhanced user engagement and introduced dynamic, interactive elements.
- **Advanced Prototyping, Wireframing, & Design Systems:** Created high-fidelity prototypes, wireframes, and design system components including Salesforce Lightning components in Figma and Adobe Creative Cloud, establishing a consistent design language that streamlined development and maintained visual coherence.

MRM

Senior User Experience Interface Developer (2018 – 2023)

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

- **Reusable Component Library:** Managed and expanded a library of reusable, white-label components for GM brand websites, utilizing Handlebars, JavaScript (ES6), and SCSS within a Node/React engine to streamline scalable development across multiple applications. Consistently recognized by management as a top CSS developer for technical proficiency and code quality.
- **Interactive User Experiences:** Built high-impact components like vehicle colorizers, EV maps, and savings calculators, enhancing user engagement for GM's digital promotions and branding campaigns.
- **Cross-Functional Prototyping:** Partnered with the UI/UX team to convert creative concepts into functional prototypes using Figma, InVision, and Sketch, accelerating design-to-development workflows.
- **Brand Standards Compliance:** Rigorously adhered to GM's brand guidelines for colors, typography, and layout, ensuring a consistent and cohesive user experience across all digital platforms.



UI Web Developer (2021 – 2022, 2024 - Present)

Schoolcraft College, Livonia, MI

- **Award-Winning UX & Design:** Created an admissions website recognized nationally for its design and user experience, enhancing the college's online appeal to prospective students.
- **Brand Development & Interactive Components:** Collaborated with the web and marketing teams to build and maintain Schoolcraft College's brand, developing custom WordPress components and interactive infographics using HTML, SCSS/CSS, and JavaScript.
- **Content Migration & Information Architecture:** Led a successful migration of site content from the legacy CMS (Sitefinity) to WordPress, consolidating 75 department sites into 40 through strategic information architecture and UX improvements.

Optum

Senior Web Developer (2015 – 2018)

Optum Technology (United Health Group), Southfield, MI

- **Component Development & Design Systems:** Developed reusable components within UHG's AEM-based digital marketing ecosystem, enhancing consistency and efficiency across design patterns and systems for multiple brands.
- **Front-End Development & Cross-Platform Compatibility:** Coded, tested, and debugged responsive websites and web applications using HTML5, CSS3, LESS, SASS, JavaScript, AEM (5.6 - 6.2), Angular, and React, ensuring optimal performance across devices, browsers, and screen sizes.
- **Agile Collaboration & Provider-Facing Solutions:** Collaborated in an Agile environment to design and build provider-facing technologies, improving user experience through iterative development and teamwork.

EARLIER EXPERIENCE

synectics media



ELEMENT 5

UI/UX Designer & Front-End Developer (2009 – 2015)

Synectics Media, iwerk, Element5 Digital

- **Developed Custom WordPress Websites:** Created dynamic, easy-to-maintain user-friendly sites using HTML5, CSS3, JavaScript, and PHP/MySQL.
- **Branding & Design Overhaul:** Led art direction, rebranding, and graphic design initiatives, including print, web, and email marketing assets, to enhance client brand identity.
- **Responsive & Cross-Platform Optimization:** Ensured seamless, responsive designs across devices for clients like State Farm and American Airlines, refining layouts to elevate user experience on desktops, tablets, and mobile.
- **Collaboration with Design Teams:** Worked closely with project managers and designers to meet deadlines and maintain project budgets while delivering visually impactful, functional designs

EDUCATION

LTU

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

Bachelor of Fine Arts in Graphic & Digital Design

Graduated Summa Cum Laude