

Jess Ward

Front-End Developer | UI/UX Designer

Professional Summary

Front-end web developer and designer focused on building responsive, user-friendly websites and scalable CMS solutions. Combines strong development skills with visual design to create intuitive, accessible web experiences. Experienced in modern front-end tools and turning design concepts into functional websites that drive results.

Professional Experience

Front-End Web Developer & Designer

CLM Marketing & Advertising Jan 2009 - Mar 2026

- Developed responsive, mobile-first websites using HTML5, CSS3/SCSS, JavaScript, and modern development standards
- Built scalable front-end templates and modular components across multiple CMS platforms for flexible, client-managed websites
- Audited, designed, and developed UI/UX wireframes into responsive, accessible, cross-browser websites
- Collaborated with cross-functional teams to deliver high-quality, user-focused digital experiences

Interactive Producer

CLM Marketing & Advertising Nov 2007 - Jan 2009

- Coordinated website projects between clients, designers, and development teams
- Managed budget, timelines, deliverables, and content updates for digital marketing projects

Technical Skills

Front-End Development: HTML5, semantic markup, CSS3 / SCSS, JavaScript, React, responsive & mobile-first development, CSS Grid, Flexbox, accessibility (ADA/WCAG), performance optimization

CMS / Platforms: WordPress, Elementor, WooCommerce, Shopify, HubSpot, Squarespace, Wix, Joomla, custom CMS templates

UI / UX: UI design, UX-focused page structure, wireframing, responsive design systems, visual hierarchy, typography, user journeys

Tools: Git, GitHub, npm, VS Code, Chrome DevTools, Lighthouse, BrowserStack

Infrastructure: API integrations, AWS, cPanel, FTP / SFTP

Design: Figma, Sketch, Adobe Creative Suite

Contact

Portfolio: JessWard.me

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Selected Projects

CommercialTire.com

Developed responsive layouts and custom CMS templates, integrating APIs and structuring user journeys to support dynamic content and multiple user journeys.

Expoldaho.com

Developed responsive layouts and custom CMS templates, structuring user journeys and implementing a dynamic event calendar for easy client-managed event updates.

BestBath.com

Developed responsive e-commerce website supporting product browsing and customizable product options.

Awards

Idaho Advertising Federation (IAF) Creative Competition

- Multiple Gold, Silver, and Honorable Mentions Awards

International Association of Fairs and Expos (IAFE) Awards

- Gold Award — Best Fair Website, IdahoFair.com

Education

Bachelor of Business Administration in Marketing

Boise State University

Aug 2001 - May 2007

References

References available upon request