LARSEN HARVEY

CONTACT

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SKILLS

DEVELOPMENT

Javascript

HTML5

CSS

Java

React

DESIGN

Prototyping

Wireframing

Responsive Web Design

Interaction Design

SOFTWARE

Photoshop

Adobe XD

Sketch

Figma

Illustrator

InDesign

Wordpress

Microsoft Suite

TOOLS

Optimizely

Amplience

JIRA

Hotjar

Slack

WORK EXPERIENCE

Interactive Developer / Sept. 2021 – Present
CB2, Chicago, IL

- Sole contributor to shoppable image concept from planning, design, development, execution, templatization, and maintenance, giving customers ability to "shop the look" of various brand imagery throughout the site, contributing to over $330K in additional gross revenue over 6 months
- Build complex landing pages incorporating animations, scrolling effects, video and motion placement, and navigation systems for high level design collaborations including Kravitz Design by Lenny Kravitz, Paul McCobb, Kara Mann, and Ross Cassidy among others
- Collaborate with performance, accessibility, SEO teams to ensure all CB2 brand content maintains excellent performance rankings based on Google's Core Web Vitals (CWV), a11y accessibility compliance, and SEO relevance
- Explore, A/B test, and implement new site modernization features including adjustments to navigation behavior, incorporating motion and video into shopping paths and advanced homepage designs to align with modern web design trends and UX guidelines
- Implement check-ins with backend development teams to communicate performance enhancements, report bugs, implement and QA new features all within timely sprint cycles

Interactive Designer / July 2020 – Sept. 2021
CB2, Chicago, IL

- Flawless execution of timely brand asset management including seasonal campaign launches, periodic site updates, and creative maintenance via CMS
- Design landing pages, homepage assets, and inspirational brand content
- Partner closely with marketing and creative teams to support ambitious marketing goals including customer acquisition initiatives, influencer campaigns, and supporting site promotions and updates

Front-End Developer Intern / May 2019 – May 2020
physIQ, Chicago, IL

- Collaborate with a team of developers and product designers to implement software specifications, fix numerous graphical and functional bugs, write feature tests, improve styling to create an innovative and user-friendly portal for high-level clinicians
- Establish high user satisfaction and ensure robust features as a member of the software testing team

Web Designer Intern / Feb. 2019 – May 2019
EDGE Center, Rock Island, IL

User Interface Design Intern / Feb. 2018 – Jan. 2019
Visual Solutions Inc., Gurnee, IL

EDUCATION

Augustana College, Rock Island, IL / Aug. 2016 – May 2020

Bachelor of Arts, Computer Science

Bachelor of Arts, Graphic Design

GPA 3.8