Bobie Solomon

UX/UI DESIGN ENGINEER | UX ENGINEER | UI DEVELOPER

CONTACT ME

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WEBSITE
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TECHNICAL SKILLS

DEVELOPMENT

- HTML5
- XHTML
- XML
- CSS3
- SCSS
- Bootstrap
- Responsive & Mobile-first

DESIGN

- Figma
- Sketch
- Adobe Creative Suite
- Adobe XD
- Photoshop
- Illustrator

WEB TOOLS

- WordPress
- Git
- Laragon
- Chrome DevTools
- Dreamweaver
- AI Tools

PROJECT TOOLS

- Jira
- YouTrack

AI WORKFLOW & TOOLS

- ChatGPT
- Gemini
- Claude
- Microsoft Copilot

PROFESSIONAL PROFILE

UX/UI Design Engineer and front-end developer with 20+ years of experience turning ideas into engaging, high-performing digital experiences. Combines strong visual design expertise with hands-on development skills to take projects from concepts and Figma designs through custom-coded, responsive implementation. Experienced in website redesigns, automotive dealership experiences, B2B landing pages, lead-generation forms, and digital campaigns. Known for balancing usability, accessibility, performance, and business goals while owning projects from design through testing and launch.

PROFESSIONAL EXPERIENCE

2014-2026

UX/UI : UI Developer : Web Specialist : Web Design

Internet Brands/Auto Credit Express

Led UX/UI design and front-end development for automotive and dealership websites, landing pages, lead-generation forms, and digital campaigns. Worked with 50+ clients and recognizable automotive brands, translating concepts and Figma designs into responsive, user-friendly digital experiences while managing projects from concept through launch.

- Led the recent AutoCreditExpress.com redesign: designed the homepage and content-page experiences in Figma, then personally translated the designs into responsive HTML and CSS.
- Designed, redesigned, and developed responsive websites, landing pages, web forms, page templates, and digital experiences for automotive and dealership clients.
- Created dealership web experiences and custom B2B/B2BC landing pages supporting recognizable automotive brands, including Kia, Ford, and Chevrolet.
- Designed and developed pages and digital campaign assets for 50+ clients, including banner advertisements, email campaigns, and social media graphics.
- Translated concepts and wireframes into polished, production-ready interfaces using Figma for design and prototyping and HTML, CSS, and SCSS for implementation.
- Built and refined mobile-first experiences for desktop, tablet, and mobile, with attention to usability, accessibility, performance, and consistency.
- Led projects from concept through design, development, testing, and implementation; coordinated priorities, deadlines, and handoffs with programmers and cross-functional partners.
- Used Jira and YouTrack to manage tasks, track issues, coordinate workflows, and monitor project progress; tested, debugged, and maintained pages across browsers and devices.
- English-to-SpanishUX/UILocalizaΘon(L10n)

2011-2013

WEB DESIGN / DEVELOPMENT

Sinclair Broadcasting Group

Developed and maintained websites, page templates, and digital advertising for more than 50 local news stations across major network affiliates, including FOX, ABC, and CBS. Focused on improving website functionality, visual consistency, user experience, and cross-browser compatibility.

- Developed and maintained website pages and templates for more than 50 local news stations across a portfolio of network-affiliated stations, including FOX, ABC, CBS, MyNetworkTV, and more.
- Designed and redesigned digital banner advertisements for news station websites and implemented banner placements and click-through functionality.
- Enhanced website functionality and viewer experience while troubleshooting display, browser compatibility, and website issues.

2006-2011

JUNIOR WEB DESIGNER / DEVELOPER

Adventure Web Digital

Designed and developed websites and customized digital experiences for 50+ clients. Worked directly with clients to understand project needs, create website designs, manage content, develop front-end functionality, troubleshoot issues, and create custom logos and branding materials.

- Designed and developed website pages and customized digital experiences for more than 50 clients.
- Worked directly with clients to understand project requirements and deliver tailored website designs.
- Managed website content, implemented ongoing updates, and improved functionality and usability.
- Troubleshot and resolved website errors and compatibility issues across multiple browsers.
- Managed projects from initial concept through design and front-end development.
- Created custom company logos and digital branding materials.

CORE COMPETENCIES

- UX/UI Design & Experience
- Front-End Development
- Responsive & Mobile-First Development
- Design Systems & UI Components
- Wireframing & Prototyping
- Accessibility & WCAG
- EN-ES Website Localization (L10n)
- Performance & Optimization
- Project Leadership & Delivery
- Digital Marketing & Web Solutions

WHAT I BRING

- User Experience Design (UED)
- Creative Problem-Solving
- Cross-Functional Collaboration
- Strong Communication
- Adaptability
- E2E (End-to-End Ownership) concept through design, development,and launch.
- Project leadership, workflow coordination, task prioritization, deadline management, testing, debugging, accessibility (WCAG), cross-functional collaboration.
- Continuous Integration / Continuous Delivery (CI/CD)
- User-Focused & Results-Driven
- Detail-Oriented & Organized
- Adaptable & Continuously Learning

KEY QUALIFICATIONS & QUALITIES

- User Experience Design (UED)
- Continuous Integration and Continuous Delivery (CI/CD).
- End-to-end project ownership from concept through implementation and launch.
- Expertise in HTML5, CSS3, SCSS, and responsive design.
- Figma wireframing, interactive prototyping, and UI design.
- Experience building websites, landing pages, applications, and lead-generation forms.
- Web accessibility and usability (WCAG).
- Cross-browser testing, debugging, and quality assurance.
- Project coordination, workflow management, and deadline prioritization.
- English-to-Spanish webpage conversion and UX/UI adaptation (Localization – L10n).
- Strong collaboration, organization, documentation, prioritization, technical problem-solving, and analytical skills.
- Experience shipping component-based frontends and design systems.
- Experience with structured context, component metadata, code g generation, AI tools and AI evaluations.
- Experience with modern IDEs and development tools, including Figma, Dreamweaver, Git, and Chrome DevTools.
- Experience working with A/B testing, QA teams on testing, debugging, and issue resolution.
- Front-end application architecture experience, including scalable website structures, reusable UI components, and maintainable code.
- Skilled in performance optimization and integrating front-end functionality within existing application environments.
- Leadership mindset, demonstrating initiative, accountability, ownership, and independent project direction.
- Detail-oriented, quality-focused, and committed to delivering high-quality results.
- Outcome-focused, with an interest in understanding the purpose behind projects and connecting technical work to business goals and user impact.

PROJECT LEADERSHIP & WORKING STYLE

Project Leadership:
Lead and direct project work from concept through completion.

Deadline Management:
Plan, prioritize, and keep projects on schedule.

Workflow Tools:
Hands-on experience with Jira and YouTrack to manage tasks and workflows.

Collaboration:
Work effectively with developers, designers, clients, and cross-functional teams.

MASTER SKILLS LIST

Web Development
HTML5 / XHTML / XML
CSS3 / SCSS / SASS
Bootstrap
Front-End Development
Responsive & Mobile-First Design
Mobile-First Development
WordPress
Landing Page Development
Web Form Development
Website Maintenance
Cross-Browser Compatibility
Design-to-Code Implementation

UX/UI Design & Research
UX/UI Design
User Research
User Interviews
User Testing
Usability Testing
A/B Testing
User Journey Mapping
Wireframing & Prototyping
Information Architecture
Design Systems
Accessibility (WCAG)
User Experience Optimization

Software & Technical Tools
Adobe Creative Suite
Figma
Sketch
Jira
YouTrack
Git
Laragon
Dreamweaver
Chrome DevTools
WordPress
Bootstrap

B2B & Digital Marketing
B2B Web Development
B2B Lead Generation
B2B Form Development
Lead Capture
Conversion Optimization
Digital Advertising
Email & Marketing Design

Graphic & Visual Design
Graphic Design
Creative Direction
Brand Development
Icon & Banner Design
Typography & Color Theory
Image Editing

Language & Localization
English-to-Spanish Translation
Spanish Localization
Website Content Adaptation

Testing & Optimization
Website Performance Optimization
SEO-Friendly Development
Cross-Browser Testing
Responsive Testing
Accessibility Testing
Quality Assurance
Debugging & Troubleshooting

Project Leadership
Project Management
Project Leadership
Workflow Coordination
Task Prioritization
Requirements Gathering
Deadline Management
Cross-Functional Collaboration
Client & Stakeholder Communication

AI & Emerging Technologies
ChatGPT
Claude
Google Gemini
Microsoft Copilot
Prompt Engineering
AI-Assisted Workflows