# Walter Carlson

Bellevue, Washington, United States wally.carlson@gmail.com 425-698-3697 in/walter-carlson-918b6b305/

## SUMMARY

Design Engineer with 10+ years of experience blending front-end development and UI/UX design to build responsive, user-centered web applications. Proven ability to design, develop, and optimize high-performing interfaces across hundreds of client websites. Strong background in visual design, accessibility, and performance tuning, with a track record of improving usability and delivering scalable digital solutions. US Citizen available to begin employment in October 2026.

## CORE SKILLS

**Front-End Development:** HTML5, CSS3, JavaScript, jQuery, JSON, REACT, Responsive Design
**UI/UX Design:** User Interface Design, User Experience Design (UX), Wireframing, Prototyping, Accessibility (a11y), Interaction Design
**Frameworks & Tools:** Bootstrap, Foundation, Figma, Adobe XD, Adobe Photoshop
**Development Tools:** Git, Visual Studio, Adobe Dreamweaver
**CMS & Platforms:** WordPress, Custom CMS
**Optimization & Performance:** Performance Tuning, Cross-Browser Compatibility, Mobile Optimization, SEO Best Practices

## EXPERIENCE

**Web Designer / UI Engineer**

DealerOn — Rockville, MD (Remote) Jan 2025 – Dec 2025

- Led full-cycle website migration projects, preserving SEO rankings, design integrity, and content structure through complex platform transitions.
- Developed a custom browser extension to automate bulk field page edits within the CMS during website migrations, reducing manual work by approximately ~22%.
- Centralized dealer data in a global JSON structure, cutting manual update points by ~83% for multi-page data instances.
- Customized layouts and templates to align with client branding and UX requirements, delivering both CMS-based and custom-coded solutions.
- Diagnosed and resolved cross-device UI issues, improving accessibility and mobile responsiveness across desktop, tablet, and mobile experiences.
- Collaborated with developers, project managers, and stakeholders to deliver high-quality user experiences.
- Mentored junior and mid-level designers, improving UI consistency, code quality, and troubleshooting of console and visual errors.
- Migrated and rebuilt WordPress content while preserving visual consistency with existing themes, minimizing disruption to live, in-production client sites.

**Senior Frontend Web Developer / UI Engineer**

fusionZONE — Lakeland, FL (Remote) May 2018 – July 2024

- Owned UI/UX and front-end performance for 600+ client websites, ensuring scalability, usability, and consistent updates at scale.
- Built custom UI components and widgets to integrate product features and streamline development workflows.
- Designed and developed a touch-optimized navigation system for automotive platforms, cutting browsing time by an estimated ~12% and improving mobile usability.
- Designed a multi-tab, enhanced form lead generator in Adobe XD, covering data capture and payment interface flows for a user-focused experience.
- Led modernization initiatives by migrating legacy web systems to responsive, mobile-first architectures using modern HTML5 standards.
- Delivered responsive WordPress solutions for automotive service and trade businesses, partnering with My Shop Manager, Lead Revenue, and Bolt On Media to improve digital presence and customer engagement.
- Collaborated with back-end teams to redesign applications, moving from Foundation to Bootstrap frameworks to improve long-term maintainability.
- Mentored three junior developers in HTML/CSS best practices, responsive design, and UI consistency, raising the technical bar across the team.
- Provided front-end support for automotive inventory systems, enhancing usability and interface clarity.

**Frontend Web Developer**

Motorwebs — Redmond, WA (On-site) May 2008 – May 2018

- Managed and maintained 400+ client websites, ensuring performance, reliability, and high-quality user experiences at scale.
- Redesigned 300+ legacy websites into responsive, mobile-friendly interfaces using Bootstrap, modernizing the majority of the active client base.
- Developed jQuery automation scripts to parse manufacturer HTML data, reducing vehicle landing and incentive page creation time by ~70%.
- Designed and developed promotional UI elements and graphics using Adobe Photoshop to enhance engagement.
- Built SEO-optimized content structures to improve search visibility and user reach.
- Customized UI layouts based on client needs, improving usability and overall user satisfaction.

## PROJECT HIGHLIGHTS

**Responsive Automotive Website Platform**

- Designed mobile-first UI systems tailored for dealership websites.
- Improved user interaction through touch-friendly navigation and optimized layouts.

**Custom CMS UI Development**

- Built reusable UI components for faster content deployment.
- Enhanced editor workflows and reduced development turnaround time.

## EDUCATION

**Multimedia Design AA, Web Page, Digital/Multimedia and Information Resources Design**

Lake Washington Institute of Technology — Kirkland, WA — GPA: 3.8

- Phi Theta Kappa Honor Society