

SKILLS

TECHNICAL

HTML / HTML5
CSS / CSS3
jQuery
JavaScript
Responsive Web Development
Mobile-First Design
Semantic HTML
Web Accessibility
Cross-Browser Compatibility
CMS Platforms
E-Commerce Websites
Web Performance Optimization
Debugging & Troubleshooting
Code Documentation
Schema Markup
Structured Data

DESIGN & TOOLS

ChatGPT
AI Content Creation
Canva
Figma
Wireframing & Prototyping
Google Analytics
Google Tag Manager
Sublime Text
Chrome DevTools
BrowserStack
UI/UX Design Principles
FileZilla / Cyberduck
Branding & Style Guide
Adobe Creative Suite
Digital Asset Management

PROFESSIONAL & MARKETING

SEO
SEO Audits
Meta Tags & Structured Data
Web Content Writing
Email Automation (Klayvio)
Project Management
Client Collaboration
Communication
Team Player
Time Management
Organization
Problem-Solving
Creative Thinking
Research Skills
Adaptability
Attention to Detail
Self-Directed Learning

LEXIS JINDRA

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LEAD WEB DEVELOPER & DIGITAL EXPERIENCE STRATEGIST

Motivated and detail-oriented with 7+ years of experience building, optimizing, and maintaining responsive websites that align with modern standards in design, development, and usability. Adept at transforming brand goals into cohesive digital experiences across web, email, and content platforms. Skilled in front-end development, CMS management, and performance optimization, with a strong eye for clean UI/UX and mobile-first design. Passionate about integrating AI tools like ChatGPT to enhance content strategy and workflow efficiency. Known for collaborative execution, design consistency, and delivering digital solutions that improve engagement, search visibility, and user satisfaction.

EXPERIENCE

KEYLESS ENTRY REMOTE INC. | 2018 - PRESENT

Front-End Web Developer & Designer

- Designed, developed, and maintained a high-traffic e-commerce website with 180,000+ monthly users, leading to a 46% increase in total traffic and stronger brand cohesion.
- Collaborated with the marketing team to launch responsive design updates and refine user flows, increasing mobile conversions by 25% and mobile revenue by 8%.
- Led the visual redesign during a full CMS migration from Volusion to BigCommerce, decreasing bounce rate by 30% and improving backend efficiency by streamlining workflows for admin users and reducing time to launch new landing pages by 40%.
- Conducted regular performance audits using Google Core Web Vitals, resulting in a 1.5-second reduction in load times.
- Leveraged AI tools like ChatGPT to support digital content strategy and asset creation, reducing campaign production time by 40% and enabling faster publishing cycles.

WE BUY KEY FOBS | 2018 - PRESENT

Front-End Web Developer & Designer

- Strategically rebuilt and redesigned the company website to clarify calls to action and drive engagement, resulting in a 35% increase in conversions and a 40% improvement in click-through rates.
- Focused on mobile-first design and cross-browser compatibility across 70+ webpages, which led to a 25% increase in mobile sessions and a 20% drop in bounce rate.
- Utilized semantic HTML and lean CSS structure to reduce average page load time by 1.5 seconds, improving site performance and SEO rankings.
- Published engaging, up-to-date content through monthly featured rotating hot deals that encouraged customer interaction and contributed to a 15% increase in return visits.
- Built and launched SEO-focused blog templates and set up tracking pixels and custom events in Google Tag Manager to improve campaign visibility and reporting.
- Integrated AI tools (e.g., ChatGPT) into the content creation process to support marketing initiatives, reducing writing time by 30% and boosting publishing frequency.

EDUCATION

SOUTHEAST COMMUNITY COLLEGE

Associate of Applied Sciences in Graphic Design

Lincoln, NE

2015 - 2017

OMAHA CODE SCHOOL

Front-End Development

Omaha, NE

2017