

CRYSTAL LEWIS

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PROFILE

Experienced Developer specializing in CMS platforms including Webflow, WordPress, AEM, and Drupal. Skilled in building scalable, user-focused web experiences using modern development tools and frameworks. Known for delivering technical solutions on time, managing complex projects, and driving measurable digital impact.

AREAS OF EXPERTISE:

- **CMS Platforms:** Webflow, WordPress, Magnolia, Adobe Experience Manager CQ5/CQ6/Nexus, Drupal, Wix
- **Technologies:** HTML, CSS, Firebug, JavaScript, Typescript, MySQL, PHP, React, API, Twig
- **Design & Prototyping:** Adobe Creative Cloud, Figma, Blender 3D
- **Email Marketing:** Responsys, Mailchimp, Salesforce, Dialog Insight
- **Collaboration:** Jira, WhatsApp, Slack & Teams
- **Development Tools:** GitHub, GIT, Visual Studio Code, Chrome DevTools (Inspect), Litmus, Cross-Browser & Cross-Platform Compatibility, AODA

PROFESSIONAL EXPERIENCE

Web & Email Developer & Designer | Crystal the Developer Inc.

2020 - Present

Webflow Developer:

- Designed and developed First Step, a dynamic learning platform with quizzes, certificates, theming, and company-based user access via Supabase.
- Built a custom LMS with self-service features, a dark/light theme switcher, and tailored page visibility.
- Translated Figma designs into a responsive Webflow build using Client-First and Finsweet Attributes.
- Integrated Google Analytics and Tag Manager for behavior and conversion tracking.
- Built and launched responsive sites for EDO, Cedarvale Upper Village, and Insurgency.
- Managed migrations from WordPress to Webflow and delivered SEO-optimized, custom development solutions.

WordPress Developer:

- Developed and maintained TrackDDB websites using Elementor and custom JavaScript.
- Conducted user testing and resolved functionality issues prior to deployment.

AEM & Magnolia Developer:

- Engineered Toshiba-Lifestyle and Midea Canada pages per client specifications.
- Migrated content and functionality from Magnolia CMS to AEM.
- Executed SEO strategies and integrated Google Analytics & Tag Manager.
- Supervised QA, testing, and publishing workflows.

Email Developer (Dialog Insight & Salesforce):

- Led development of responsive HTML email templates for STARS LOTTERY.
- Created branded email campaigns for Mercedes-Benz using Salesforce.

Drupal Developer:

- Converted Figma designs into clean HTML, SCSS, and Twig with Bootstrap integration.
- Built responsive websites using a custom Olivero subtheme with maps, carousels, and interactive components.

Content Manager | MRM

October 2023 - June 2024

Adobe Experience Manager (Quantum & Nexus) – Clients: CADILLAC, EVLIVE, ONSTAR

- Collaborated with project managers to coordinate content planning and delivery.
- Managed and updated website content in AEM, ensuring accuracy and timely deployment.
- Logged and resolved CMS-related issues through detailed JIRA tickets.
- Prioritized tasks and met tight deadlines in a fast-paced, client-driven environment.
- Used XML, HTML, CSS, and Firebug to troubleshoot and maintain CMS efficiency.
- Conducted content audits and accessibility reviews using Siteimprove.

CRM Automation Developer | TRACKDDB

January 2022 - August 2023

WordPress Developer:

- Developed and deployed new PHP pages for Tobacco Free Florida, focusing on enhancing accessibility and user interaction. Conducted extensive user testing and troubleshooting to ensure a smooth launch.

Dialog Insight:

- Led development for STARS LOTTERY.
- Crafting responsive templates that aligned with client branding and goals.
- Configured, tested, deployed, and published campaigns in Dialog Insight.

Mailchimp:

- Coded responsive emails based on client Photoshop and Figma layouts for RMHC FAMILY DAY and Tobacco Free Florida.

Salesforce:

- Email development for Mercedes-Benz black and white theme.

Magnolia:

- Transformed Adobe After Effects animations into SVG animations for JetBlue.

Web Developer | DDB Canada

January 2015 - June 2021

- Reconstructed, configured, and maintained client websites using Adobe Experience Manager (AEM), WordPress, and Drupal for clients including McDonald's, Volkswagen, Samsung, Tourism Nova Scotia, and DDB.
- Designed and developed responsive HTML email templates and newsletters for marketing campaigns for Tobacco Free Florida, Kraft, STARS LOTTERY, Samsung, Royal Canin, and Rogers.
- Standardized all output devices with a new, responsive, mobile-first approach.
- Conducted user testing and troubleshooted websites prior to live deployment.
- Implemented new feature developments through collaboration with product team members.

Web Developer | Red Urban Canada

July 2013 - January 2015

- Designed effective user experiences with digital products using the Bootstrap framework.
- Administered client websites using WordPress and Drupal CMS.
- Crafted impactful, responsive HTML email templates for various client campaigns.
- Engineered high-profile client websites utilizing Adobe Experience Manager (AEM).
- Collaborated with web designers and backend developers to meet project goals.
- Engaged in daily stand-ups to communicate work progress and address potential roadblocks.

Website Experience:

- Volkswagen, Powerhouse Casting, Pet Trust, Purina Canada, CIBC.

EDUCATION & TRAINING

Ontario Secondary School Diploma (2007)
Oshawa Central Collegiate

TriOS College, Ontario, Canada (2008)
Network and System Administration

Meta Back-End Developer Certificate (February 2024)

Microsoft Certified Technology Specialist (MCTS) (2008)

Google AI Essentials Certificate (July 2024)

Webflow CMS Certification (August 2024)

Webflow Partner Certification (August 2024)

