

Tessa McLean

Digital Experience Specialist | Web Developer | UI/UX Designer | Accessibility, SEO, Analytics & CMS

716.445.1901 | tessamclean@gmail.com | www.tessaportfolio.com | LinkedIn

Profile

Digital experience specialist with a background spanning enterprise web administration, front-end development, UI/UX design, accessibility compliance, SEO, analytics reporting, CMS governance, localization, and graphic design. Comfortable bridging marketing, IT, legal, regulatory, agency, and product stakeholders to deliver accessible and maintainable web experiences.

Experience

Engineer II, Information Systems Engineer

CONMED Corporation | Current role

- Manage and enhance CONMED's global web ecosystem across customer-facing websites, campaign landing pages, product content, and multilingual digital experiences.
- Partner with marketing, product management, legal, regulatory, IT, agencies, and vendors to deliver accessible, compliant, brand-aligned web solutions.
- Support Sitecore CMS administration, technical SEO, GA4 reporting, ADA/WCAG initiatives, localization, privacy updates, and site governance.
- Design and maintain reusable web components and landing page solutions for campaigns, product launches, events, and digital engagement.

Web Developer/Designer

Smartworks Solutions, LLC | June 2019 - prior to CONMED

- Designed, developed, and maintained responsive websites using HTML, CSS, JavaScript, React, and modern front-end patterns.
- Worked with CMS platforms including Sitecore, Optimizely, and WordPress.
- Collaborated with teams to create mobile-friendly websites across browsers while supporting SEO, ADA accessibility, and security best practices.
- Used tools including Google Marketing Platform, Sitecore Analytics, and Semrush.

Graphic Designer

Direct Security Supply, Boston, MA | August 2011 - June 2019

- Created marketing and advertising design for trade magazines, email campaigns, catalogs, trade show booths, business cards, and promotional materials.
- Managed visual design from concept through production across print, event, and digital formats.

Skills

Design: UI design, UX design, wireframing, Adobe Creative Suite, brand systems, campaign assets

Development: HTML, CSS, JavaScript, React, Bootstrap, responsive design, front-end component development

CMS & platforms: Sitecore, Optimizely, WordPress, Drupal, Joomla, content governance

Optimization: SEO, GA4, Google Search Console, Semrush, 404 analysis, site-health reporting

Accessibility: ADA compliance, WCAG, accessible forms, keyboard navigation, screen reader-minded UX

Operations: localization, translation management, vendor coordination, privacy support, documentation

Freelance & Selected Project Highlights

- Joe Dunn Music: T-shirt graphics and promotional design.
- Boycott Engine: graphics and web development.
- Nouflex: marketing materials and web development.
- Sound Your Best: logo design and marketing materials.
- Portfolio work includes web design, package design, advertising and branding, environmental display, and campaign collateral.
- MarCon Award recognition for creative work.

Education

Harvard University, Extension School | Cambridge, MA | Professional Graduate Certificate in Front-End Web Development | January 2019

The International Academy of Design & Technology | Chicago, IL | Bachelor of Fine Arts in Multimedia and Graphic Design | May 2005