





# NICK GEHRING

OUT-OF-THIS-WORLD WEB DESIGN

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## WORK EXPERIENCE AND HIGHLIGHTS

July 2012  
to present

### Director of web services, *eleventy marketing group*

Responsible for **all things digital** at eleventy — project management, client services, design and development, and leading teams on projects. **Grew with the company:** from entry-level interactive designer to leader.

- Worked with a firm eleventy helped grow **from a kitchen table operation in 2018 to one with millions of dollars in sales today**. Continue to maintain multiple Shopify Plus stores, including their designs and UX.
- Partnered with a US-based health insurance company to rebrand and rearchitect four websites into one. **Moved those sites from an arcane, difficult-to-use CMS to HubSpot**, a user-friendly, marketing-focused enterprise platform, while balancing a dizzying array of health care regulations. Additionally **created a simple Algolia-based app to crawl company's trove of PDF documents** and display them on public website.
- Developed and designed an interactive assessment for a nonprofit and government agency team **built in Laravel and Vue frontend**. The assessment guides agencies through a series of more than 70 questions to help improve their mental-health/public-safety responses. **More than 250 agencies** across the United States have completed the assessment and continue to improve their programs.

Jan. 2009  
to July 2012

### Web marketing coordinator, *Kent State University*

- **Led a redesign of kent.edu** and participated in all stages of that effort, including focus groups, project management, usability, and design.
- **Oversaw migration of more than 15,000 pages** and the launch of 100 department/school websites.
- **Grew role beyond marketing and simple page maintenance**, including an interactive wayfinding system with Google Maps and learning ColdFusion to better use university content management system (CMS).
- **Translated difficult concepts for nontechnical campus users** through monthly trainings and supporting materials for university's CMS.

Sept. 2005  
to Jan. 2009

### **Copy editor & designer, *Times-Reporter, Plastics News***

- Edited reporter stories for grammar and style, and designed pages on daily deadlines; Shot first video stories for both publications; **Created first digital studio** with green screen and editing equipment.

## **EDUCATION**

2000 to 2004

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2018

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2022

### **Kent State University**

*Bachelor's degree journalism*

### **Kent State University**

*User Experience Design certificate*

### **W3C (World Wide Web Consortium)**

*Introduction to Web Accessibility certification*

## **SKILLS**

*Web development:* HTML, CSS, JavaScript, Vue, PHP, Rest APIs, GraphQL

*CMSs:* WordPress, Shopify, HubSpot

*Stacks/frameworks:* Laravel, LAMP and JAM stacks

*Team leadership:* Have built and lead teams with a mix of internal/freelancers and client staff. It's my job to clear roadblocks and lead by example.

*Client Relations:* Learned customer service as a young worker and manager at a movie theater. Have taken that ethos through career, including at eleventy, where I've grown long-term client relationships.