

# TRACEY J. BERG-FULTON

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## SUMMARY

Innovative Frontend Engineer with proven expertise in building accessible, user-centric web applications. Skilled in React, JavaScript, and TypeScript with a strong foundation in UI/UX principles, design systems, and API integration. Passionate about enhancing user experience through responsive design, performance optimization, and cross-functional collaboration. Experienced in leading frontend development for high-impact projects, coaching teams on best practices, and implementing accessibility standards.

## SKILLS

HTML | CSS (Sass/SCSS, Styled Components) | JavaScript (ES6, React, Vue, jQuery) | TypeScript | Drupal | WordPress  
PHP | Git/GitHub | Responsive Design | Photoshop | Figma

## EXPERIENCE

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### Software Engineer, UI Tech Lead

April 2020 - Present

Lumen Learning

- Led the UI development for the Gates Foundation Grant redesign project, implementing scalable frontend architecture for critical tools used in education, support, and sales.
- Completed a full platform redesign in under a year, serving as UI and CSS lead, and ensuring the product was fully responsive for mobile and tablet use.
- Led accessibility initiatives, completing the Voluntary Product Accessibility Template (VPAT) and ensuring WCAG compliance, improving product usability. Represented engineering on the internal accessibility council.
- Set UI code standards and coached the team on HTML, CSS, and accessibility practices for internal products.
- Optimized frontend performance, reducing page load times by streamlining CSS and JavaScript.
- Collaborated with design and engineering teams as a liaison to ensure UI/UX alignment and design consistency.

National Kidney Foundation

### Frontend Engineer (Sr. Web Manager)

August 2019 – March 2020

- Sole frontend developer for a full-site redesign and company rebrand, collaborating with cross-functional teams to deliver a modern, responsive web experience.
- Led the development and adoption of the Nephron Design System, streamlining UI component creation and ensuring consistency across multiple projects.
- Quickly built a COVID-19 information dashboard for healthcare practitioners and patients during the early days of the pandemic, which was later cited by the NIH as a reliable resource for kidney patients.
- Drove frontend projects involving Optimizely experiments and real-time analytics, enhancing user engagement and data-driven decision-making.

### Developer (Web Manager)

January 2018 – August 2019

- Supported a major redesign and information architecture overhaul, creating pages and UI components that improved site navigation and user experience.
- Provided technical guidance to content creators, helping streamline content delivery and ensure alignment with frontend best practices.

Cotton Bureau

August 2017 – December 2017

### Content Lead

- Led content strategy for a growing product team, driving marketing and product campaigns aimed at increasing user engagement.
- Crafted high-conversion transactional emails, which led to an increase in cart recovery rates.
- Developed content for product events, scaling offerings 10x for key industry exhibitions.

AuthenticJobs.com

November 2016 – August 2017

**Customer & Community Lead**

- Managed community and customer support for a tech jobs board, improving response times and handling QA for new feature requests.
- Grew social traffic by 30% through targeted content and community engagement strategies.
- Oversaw content strategy for the **Authentic.co** domain, contributing both technically and creatively.

Collections Stewardship Professional Network, American Alliance of Museums

January 2012 – June 2017

**Web Chair**

- Led a responsive site redesign, transitioning from WordPress to Squarespace and improving mobile accessibility and site performance.
- Provided technical consultation to the largest professional committee of the American Alliance of Museums.

Carnegie Museum of Art

July 2014 – November 2016

**Collections Database Associate and Provenance Researcher**

- Standardized and prepared data for release as linked open data, improving data quality and accessibility.
- Conducted provenance research and contributed to project documentation and software QA.

Shoefitr, Inc.

September 2013 – July 2014

**Customer & Community Lead**

- Led a team of 10-12 data associates, creating training tools and improving onboarding efficiency.
- Managed data entry standards and quality control for reporting and analysis in a growing start-up later acquired by Amazon.

## EDUCATION & CERTIFICATIONS

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**University of Glasgow**, M.Litt, with merit

**Otterbein University**, BA, magna cum laude with honors distinction

**Udacity**, Frontend Web Development Nanodegree

**Sabhal Mòr Ostaig**, Certificate