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## SUMMARY

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More than 10 years of experience in responsive web design, frontend development, and strategic digital experiences. Certified by Google in UX Design.

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## SOFTWARE & TOOLS

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Figma • Adobe XD • Wireframes • Mockups • Prototypes • Auto Layout • Library Components • User Personas • User Journey Maps • Photoshop • InDesign • Premiere • HTML5 • CSS3 • Flexbox • CSS Grid • JavaScript • WordPress • Shopify • Webflow

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## RECENT EXPERIENCE

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### **Web Designer and Developer, Process Designer**

Sept 2022–Present

#### *Peggy Reynolds, IBLCE*

- Redesigned and developed new marketing website (WordPress, HTML, CSS, Responsive)
- Refined messaging and information architecture for unified, intuitive user flow
- Designed custom database, work management app, and client intake automation, resulting in 95% automation of client onboarding processes, 25% increase in appointment bookings, and admin support hours cut in half

### **Shopify Web Designer and Developer**

Feb–Oct 2023

#### *Ambrosia / Long Life Linen, LLC*

- Collaborated with owner and sales manager to rebuild Shopify website
- Led redesign and development project, integrated third-party platforms
- Optimized site performance from 3–4 sec load times on old site to 1–2 sec load times on new site
- Created custom page templates for streamlined site editing
- Analyzed Hotjar behavior analytics for insights on pain points and conversion opportunities
- Strategized with sales manager to enhance online shopping experience and achieved a 30% increase in conversions

### **Web Developer, Multimedia Developer**

Feb 2016–Feb 2022

#### *DailyOM*

- Teamed with owner and designer to build new company website
- Translated Photoshop designs into HTML, CSS, and JavaScript
- Teamed with backend programmer to create dynamic page templates
- Programmed digital courses in HTML and CSS, edited digital course videos in Final Cut
- Researched, implemented, and trained staff on knowledge base and support ticketing software
- Designed social media graphics in Photoshop, programmed social media posts