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ABOUT

Web Designer & Developer | 8+ years creating responsive, high-impact websites that engage users and elevate brands

SKILLS

Technical:

HTML5, CSS3, JavaScript, React, WordPress, Bootstrap, jQuery, MySQL, Git/GitHub, Responsive Design, Cross-Browser Compatibility, Technical SEO, Performance Optimization, AI (Claude Code, ChatGPT, GitHub Co-Pilot, Perplexity)

Design/Creative:

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Sketch, Figma, Webflow, Elementor, Divi, Ceros, Cinema 4D, Canva, Wireframing, Usability Testing, UI/UX Design,

Marketing:

HubSpot (Email, Forms, Workflows, Automation), Google Analytics, Marketo, Bit.ly

Project Management/Collaboration

Asana, Trello, JIRA, Slack, Microsoft Office (Word, PowerPoint, Excel)

EDUCATION

Learn React Course

Scrimba
Completed: June 2025

Google Analytics Training

American Graphics Institute
Completed: February 2019

Montclair State University

B.F.A. in Graphic Design
Graduated: May 2014

EXPERIENCE

Freelance Web Designer/Developer - Graphics Room - Present

- Designed and developed custom websites using Wordpress, Squarespace, and hand-coded HTML, CSS, JavaScript, improving client Google PageSpeed scores by up to 35%.
- Optimized websites for SEO, increasing client search rankings and organic traffic by 20–40%.
- Created project quotes, contracts, and delivered monthly site maintenance for multiple clients.

Senior Marketing Designer/Developer - RollWorks - 2022

- Built and maintained staging environment, reducing deployment errors by 30%.
- Designed and developed landing pages, driving a 15% increase in lead conversions.
- Created static and animated advertisements, boosting click-through rates by 22%.
- Produced branded sales collateral and presentations to support the marketing team.

Web Designer - PNY Technologies - 2018 - 2021

- Created product landing pages, email campaigns, and digital assets that increased engagement by 18%.
- Managed and optimized HubSpot workflows and subscription lists of 30K+ contacts.
- Coordinated with product teams to create and organize web and marketing content.

Multimedia and Web Designer - Ramsey Auto Group - 2016 - 2018

- Designed and coded email campaigns, improving open rates by 12%.
- Created social media content and animated video intros for marketing campaigns.
- Collaborated on major website redesigns and consulted on hiring for the web team.

Web Designer/Co-Founder - THEHEADWALK.COM - 2016 - 2017

- Managed all website updates and feature implementations.
- Designed promotional assets, merchandise, and print materials for brand growth.

Web Content Editor - Getty Images - 2016

- Managed Olympic Games landing page content and created featured image sets.

Digital Photo Editor - National Basketball Association - 2014 - 2015

- Selected, edited, and published live game photos for NBA, WNBA, and G-League.