

JANE SMITH

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AWARD-WINNING WEBSITE DESIGN EXPERT

Web Page Design | Technical Assistance | Client Relations | Customer Needs Analysis | Complex Problem Solving | Creative Vision | Marketing Strategy | Process Improvement | Budget Management | Team Leadership

Innovative and progressive website design professional with a strong ability to conceptualize, develop and implement cutting-edge interactive website designs. Incorporates and maximizes the benefits of the newest technologies for optimal end results. Experienced in project management, Web design, e-commerce, systems analysis, troubleshooting, and quality control. Proven success motivating, coaching and leading technical design teams to achieve results. Consistently recognized for completing projects on time and within budget.

TECHNICAL PROFICIENCIES

Windows 2000 | XP | Macintosh | CSS | ColdFusion | HTML | Access | PowerPoint | Publisher | Project | Visio | FrontPage | Adobe Photoshop | Illustrator | Premier | After Effects | Dreamweaver | Flash | In-Design

PROFESSIONAL EXPERIENCE

Web Designer

ABC Web Development, 2009 – Present

- Increased communications between print and web channels by maintaining consistent cross-channel strategies.
- Overhauled an exclusively web-based company website, introducing revolutionary design elements to enhance the visual appeal, ease of use and overall tone.
- Designed a user-friendly interface allowing the user to easily navigate and quickly find the information needed to make purchasing decisions.
- Maintained a 100% on-time production schedule, ensuring strict quality control standards were enforced and coming in under budget.

Web Designer

Any Corp., 2005 – 2008

- Overhauled company website with web pages that were easy to navigate, loaded quickly, and met established design standards.
- Tracked website performance and determined site traffic trends to optimize site entry and exit pages and maximize user experience.
- Oversaw online marketing program from development through implementation and conducted primary market research using trends from direct-mail campaigns and CRM systems.
- Enhanced response rate by improving corporate website, enhancing marketing materials, implementing a new search engine strategy, and researching new channels to communicate with prospective clients.

EDUCATION & PROFESSIONAL DEVELOPMENT

Web Design & Development

Anytown College

Marketing

University of Anytown

Professional Web Designers Association