

# ALYSSA BRANCH

WEB DEVELOPER / DESIGNER

## ABOUT

I am an experienced web developer and designer seeking opportunities in the field of web development and UX design, where I can apply my knowledge and skills for continuous improvement.

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## RELEVANT WORK EXPERIENCE

### Freelance Web Designer/Developer

Clever Punch Co, Launch It Girl, Individual Clients

January 2024 - Current

### JPW Design Studio

Developer / Technical Designer

March 2021 - December 2023

- Managed 40+ projects at a time, ensuring effective communication with clients, timely completion of website edits, and successful site launches.
- Leveraged Squarespace capabilities to bring clients' visions to life, incorporating custom HTML, CSS, and JavaScript for unique designs, animations, and functionalities.
- Collaborated with the team on a daily basis, actively contributing ideas for improvement and maintaining a high level of productivity.
- Launched websites with a focus on SEO, domain connection (updating DNS), hosting setup, and mobile optimization for tablets and mobile phones.
- Assisted the team's designer with Initial Site Build-Outs, contributing to the "Luxe" team for return clients and participating in weekly marketing tasks.
- Handled diverse tasks, including email marketing, creating custom email signatures, using Photoshop, developing instructional videos, and providing customer service.

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## EDUCATION

### University of Colorado Boulder

Bachelor of Arts: Journalism

Minor: Information Science

Graduated December 2020

- Relevant coursework: User-Centered Design, Computational Reasoning, Understanding the World through Data.
- GPA: 3.8

### Old Dominion University – Norfolk, VA

Coursework in Communications and Journalism

2015 - 2017

## PROFESSIONAL SKILLS

- UX / UI Design
- Advanced HTML & CSS
- Intermediate JavaScript & Python
- Web Design Fundamentals
- Adobe (Photoshop, Lightroom, etc)
- Domain and Hosting Experience
- CMSs: Squarespace, Wix
- Remote Work Experience
- Project Management

## PERSONAL SKILLS

- Self motivated
- Creative eye for design
- Organized with time and tasks
- Strong analytical problem-solving skills
- Clear and concise communication
- Quick to adapt to change
- Reliable and professional
- Extremely fast learner
- Team player

## CONTACT

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Portfolio: [alybranch.github.io](https://alybranch.github.io)