

# Alexis Williams

## Website Designer

I am a detail-orientated creative designer with experience in UI/UX design, responsive design, and marketing.

alexis.williams0155@gmail.com ✉

681-945-0155 📞

Saint Albans, WV 📍

www.awwebdesigner.com 🌐

linkedin.com/in/alexis-williams-69b41518a in

## WORK EXPERIENCE

### Website Designer

#### Agent Pipeline / Medicare Pathways

03/2020 - Present

Saint Albans, WV

##### Achievements/Tasks

- Design and create email marketing templates from scratch using CSS and HTML in Dreamweaver or using Mailchimp.
- Write B2C & B2B content for multiple website blogs.
- Create graphics for insurance agents to use as marketing materials.
- Maintain the website by cleaning up media library, pages, posts, adding SEO, new useful plug-ins, new blog posts, and new lead generation pages.
- Create custom built pages for the website to showcase specific content. It includes a custom made menu separate from the main menu using HTML & CSS.

### Website Designer

#### Associated Systems Professionals

12/2016 - 02/2020

South Charleston, WV

##### Achievements/Tasks

- Designed websites using professional applications in the Adobe Creative Cloud Suite.
- Developed websites using knowledge of HTML5, CSS3, Wordpress, and Avada.
- Designed websites to be functional, modern, user-friendly, mobile-friendly, and custom to the client.
- Trained clients on how to use WordPress with Avada.
- Communicated with clients about projects, or assist in updating the clients' website.
- Worked efficiently and professionally with coworkers and management to ensure a project is done in a timely manner.

## EDUCATION & CERTIFICATIONS

### CSS3 Certification

CancanIt ✎

04/2019

### HTML5 Certification

CancanIt ✎

08/2017

### High School Diploma

Hurricane High School

08/2012 - 05/2016

Hurricane, West Virginia

## SKILLS

Photoshop

Illustrator

Dreamweaver

Premier Pro

HTML5

CSS3

SEO

WordPress

Avada

Divi

Website Design

Logo Design

Graphic Design

Email Marketing

Mailchimp

Gravity Forms

Microsoft Office Suite

## PROFESSIONAL PROJECTS

### Agent Pipeline ✎

- Redesigned header images for each page to be more user-friendly.
- Maintain the website by adding new incentive programs, new carriers, new carrier information, carrier products, and etc. each quarter.

### CJ Hughes ✎

- Created a few different designs for the client to choose from. All of the designs were created to catch the user's eye.
- Developed the website using Wordpress with Avada Theme, HTML5, and CSS3.
- Helped add and write content for the website.

### Concord University ✎

- Collaborated with another designer to create the design for the site.
- Moved over 300+ pages of content from the old website to the new website in Kentico.

### Greenbrier Resort ✎

- Designed the layout of the site to be user-friendly.
- Helped move over 300 pages of content from the old site over to the new site in Kentico.

### PIOGA ✎

- Created a design similar to the West Virginia branch of IOGA, and designed a new logo to go with the new site.
- Developed the website, and moved the content from the old site to the new site.
- Implemented a new feature that would keep track of specific oil and gas prices.

### Ranson Law Offices ✎

- The client wanted their website designed based on the interior of their office. I added elements from the images that I received from the client to the design.
- Developed the website using Wordpress with Avada Theme, HTML5, and CSS3.

### Spilman Thomas & Battle ✎

- Collaborated with the head designer on the project.
- Helped recreate over 300 pages of content from the old site to the new site in Kentico.

### West Virginia Kids Count ✎

- Developed website using Wordpress with Avada Theme, HTML5, and CSS3.
- Designed website using Adobe Creative Cloud Photoshop.