LINDSEY USSERY

Web Developer/Designer

lilu.webdev@gmail.com

408.722.0827

Redondo Beach, CA

lilumedia.com

Github: liluwebdev

Professional Summary

Creative and detail-oriented professional with expertise in web development, digital design, and education. Over five years of experience developing and managing web content, optimizing digital workflows, and collaborating across teams to deliver accessible, user-friendly solutions. Strong background in web technologies, visual arts, and project management, with a focus on integrating technical and creative skills to achieve organizational goals.

Education

Associate of Arts
Academy of Art University
San Francisco, CA
Web Design & New Media | Spring 2017

Bachelor of Fine Arts
Academy of Art University
San Francisco, CA
Art Education | Fall 2023

Core Competencies

- HTML, CSS, JavaScript, PHP, SCSS/SASS
- Frameworks: WordPress, Bootstrap, Foundation, React
- CMS & Tools: WordPress, Adobe Experience Manager, Joomla
- Digital Design: Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Database: MySQL
- Accessibility & SEO Best Practices
- Prototyping & Wireframing: Figma, Sketch, InVision
- Collaboration Tools: Trello, Slack, Zoom

Awards & Accomplishments

Academy of Art Spring Show, Spring 2022
Category: Foundations

Academy of Art Italy Show, Summer 2022
Category: Italian Landscapes

Certificate of Recognition, City of Torrance, 2023
Disability Inclusion in Art Instruction

Work Experience

Web Developer & Tech Support
Demand Boost | San Jose, CA
March 2020 – April 2021 (F/T: 40 hours/week)
- Maintained and updated corporate websites, integrating third-party APIs to enhance site functionality.
- Conducted troubleshooting and resolved technical issues, minimizing downtime and ensuring system reliability.
- Collaborated with marketing and design teams to deliver visually engaging and technically robust web pages.
- Developed and implemented digital workflows, increasing team productivity by 15%.

Freelance Web Designer/Developer
Remote | Redondo Beach, CA
January 2017 – Present (P/T: 20hours/week)
- Designed and developed responsive websites using WordPress, React.js, and modern JavaScript frameworks.
- Integrated AWS services, including Lightsail and Route 53, for hosting and domain management, ensuring scalable and secure deployments.
- Created custom themes and plugins to meet specific client needs, improving functionality and user engagement.
- Managed and optimized content in CMS platforms, enhancing performance and search engine visibility.
- Developed client training materials for CMS, AWS, and web technologies to enable efficient content management.

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Work Experience

Creative Technology Specialist
Freelance/Contract | Santa Monica, CA
March 2024 – Present (P/T & F/T: 20-40hrs/week)
- Developed and taught technology-driven curricula for game design, coding, and digital art to students of various ages.
- Designed hands-on lessons using platforms like Scratch, P5.js, and React.js, fostering creative and critical thinking skills.
- Adapted lessons to support diverse learners, including students with special needs.

Marketing Assistant
Sidco Labeling Systems | Santa Clara, CA
July 2019 – March 2020 (F/T: 40hours/week)
- Improved website rankings by 10% through targeted SEO optimization and keyword strategies.
- Customized Joomla frameworks to integrate eCommerce features for seamless online product sales.
- Conducted A/B testing on Google AdWord campaigns to refine revenue-generating tactics.
- Designed responsive landing pages and marketing materials to increase B2B engagement.

Freelance Web Developer
Campaign Upgrade | Remote | Gilroy, CA
January 2018 – July 2019 (P/T: 20hours/week)
- Created development plans for non-profit websites, improving navigation and mobile usability.
- Built responsive websites using SCSS, PHP, WordPress, React.js, and JavaScript, ensuring cross-device compatibility.
- Managed version control and collaborative coding workflows using Git and GitHub.

Web Developer & Web Designer
Stark Marketing | San Jose, CA
March 2012 – March 2013 (F/T: 40hours/week)
- Managed 50+ client websites, overseeing domain routing, test spaces, and file uploads using cPanel.
- Designed marketing materials, logos, and advertisements to enhance client branding.
- Combined HTML, CSS, PHP, and WordPress to deliver high-quality web solutions.

Technical Skills

- Programming: HTML, CSS, JavaScript, PHP, SCSS/SASS, React.js
- Cloud Infrastructure & Hosting: AWS (Lightsail, Route 53, S3, EC2)
- Frameworks & Tools: WordPress, Bootstrap, Foundation, Git/GitHub, Node.js, Webpack
- Design & UX: Adobe Photoshop, Illustrator, InDesign, Responsive Design
- SEO & Analytics: SEMrush, Google Analytics, Google Trends
- Project Management: Trello, Slack, Zoho, Discord
- Content Strategy: Landing Pages, Marketing Campaigns, Branding

Key Acheivements

- Improved client website visibility by 20% through SEO strategies and responsive design.
- Delivered 100% on-time project completion across multiple freelance and full-time roles.
- Optimized web performance and reduced page load times by 30% for client websites.