

PROFESSIONAL SUMMARY

Creative and detail-oriented Senior Web Designer/Developer with 7 years of experience. Expert in Adobe CC, HTML, CSS; skilled in JavaScript, React. Passionate about crafting visually stunning and user-friendly websites that enhance user experiences, drive engagement, and meet business objectives. A valuable asset for any organization looking to create an impactful online presence.

SKILLS

Web Design/Dev:

HTML
CSS
JavaScript
jQuery
React.js
Next.js
Node.js
Git
ASP.NET
Tailwind CSS
Bootstrap
Responsive Design
PHP
SEO Principles

Design:

Web Design
UI/UX Design
Branding
Logo Design
Animation
Illustration

Software:

Adobe Creative Suite
(Photoshop, Illustrator,
Dreamweaver)
Wordpress
Webflow
Marketo
Visual Studio
Sitecore
Google Analytics
Figma
Lottie Files
SVGator

HOBBIES

Rock Climbing
Fitness
Snowboarding
Hiking
Volleyball
Traveling
My Dog
Guitar
Flying Drones
Videography

EMPLOYMENT HISTORY

AUG. 2022 – PRESENT | Rochester, NY (Remote)

Web Designer II, Henry Schein, Inc.

- Develop and optimize high-converting campaign landing pages using HTML, CSS, and JavaScript within an ASP.NET framework
- As campaign lead, oversee project intake, prioritization, task assignment, and team collaboration for multichannel campaigns, ensuring timely and efficient execution
- Maintain and enhance custom JS scripts for scheduled visibility and real-time adjustments of landing pages based on UTM parameters
- Improve creative processes by leveraging a custom Photoshop script for batch-renaming, optimizing, and reformatting images. Member of Henry Schein's Innovation Committee and Creative Connection Network
- Built a JavaScript-based URL generator to streamline the creation of fully-tagged URLs, saving significant manual effort
- Lead the ongoing optimization and maintenance of the responsive WordPress site (henryscheinrise.com) using HTML, CSS, JavaScript, and PHP

MAY 2017 – PRESENT | Rochester, NY (Remote)

Owner | Designer & Developer, smithtrevor.com

- Develop front-end applications like QR-GEN and ProfitPath using React.js
- Create memorable brands for a diverse client base through logo design and brand strategy
- Design print materials such as brochures, business cards, and PDF booklets for clients in various industries

MAR. 2022 – AUG. 2022 | Rochester, NY (Remote)

Contract Web Designer, Lloyd Staffing

OCT. 2019 – MAR. 2022 | Canandaigua, NY (Hybrid)

Graphic Designer | Digital Communication Associate, Care Value Inc.

- Responsible for any and all aesthetics for the CareValue brand
- Work was recognized as a winner in GDUSA's 2021 Health + Wellness Design Awards
- Project lead for new website launch (Migrating from Wordpress to Webflow)
- Utilized Adobe CC (mainly Adobe Illustrator & Photoshop) on a day-to-day basis
- HTML/CSS code creation & manipulation for web design, dynamic landing page creations
- Managed content daily and implement SEO best practices for a contractor-facing website to build brand authority online
- Rebranded majority of the marketing content to align with company vision and overall brand
- Ensured material abides by CMS guidelines by collaborating with the compliance team
- Developed design deliverables that elevate, differentiate and function on-brand and on-strategy

AWARDS

2021

Graphic Design USA Health + Wellness Design Award Winner

- See my winning entry [here](#)

EDUCATION

2013 – 2017 | Fredonia, NY

Bachelor of Science: Business Administration, Marketing State University of New York at Fredonia