Toula Elwell

Front-End Web Developer & UI/UX Designer

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SUMMARY

Front-end web developer and UI/UX designer with experience building modern, responsive, user-centered web experiences. Skilled in HTML, CSS, JavaScript, React, Webflow, Figma, and content design. Currently leading Springfield Commonwealth Academy's digital redesign as sole web developer/designer. Experienced in social media content creation/design, and collaborating with startups to translate briefs into polished, live content.

EDUCATION

Rochester Institute of Technology   **Rochester, NY**
Bachelor of Science, Software Engineering   *Graduated May 2025*
• **GPA: 3.64** out of 4.00
• **Awarded:** Deans List (6 semesters), RIT Founders Scholarship (merit based)
Relevant Coursework: Web Engineering, Human Centered Reqs and Design, Web & Mobile 1, Intro To Database And Modeling, Web & Mobile 2, Client Programming, Server Programming

SKILLS

Front-End: HTML5, CSS3, JavaScript (ES6+), React, Bootstrap, jQuery
Design: Figma (prototyping, auto layout, components, dev handoff, Figma AI), Webflow, WordPress, Wireframing, Prototyping, UX Research and Surveys, Usability Testing, Responsive Design, Visual Design Principles
Tools: Coolors, Lucidchart, Git/GitHub, VS Code, Jira, Confluence, Canva, Trello, IntelliJ
Testing: Mocha, HTML Tidy, HTML Validator Extension
Back-End: PHP, SQL, NoSQL, CodeIgniter, Python
AI Tools: ChatGPT, Claude, Cursor, Figma AI, Copilot, Lovable AI

CERTIFICATIONS

• **UI Design & Figma Mastery**: DesignMastery (Completed 2025)
• **Google Prompting Essentials Specialization**: Google (Completed 2025)

PROJECTS

Portfolio Website, Personal Project {[Toula's Portfolio Website Link](#), [Figma Design](#)}
• Self-taught myself and then designed and developed a personal website to display my projects and skills
• Used HTML, CSS, JavaScript, Figma, VS Code, AI Prompting (Graphics), Photoshop (Refined AI Graphics), and Git for Version Control
Springfield Commonwealth Academy Main School Website, Individual Work Project {[SCA Website Link](#), [Figma Design](#)}
• Redesigned and developed all 17 pages of Springfield Commonwealth Academy's main school website in 3 weeks
• Used Webflow, Figma, HTML, CSS, and JavaScript
Saunders Labs Website, Individual Work Project {[Saunders Labs Portal Website Link](#), [Figma Design](#)}
• Redesigned and Developed the Saunders Labs website making it mobile responsive with RIT's branding
• Used HTML, CSS, JavaScript, PHP, Figma, CodeIgniter, Github, and Bootstrap
SCISS Website, Individual Work Project {[SCISS Website Link](#)}
• Redesigned and coded all 16 pages of Springfield Commonwealth Academy's summer school website in 3 weeks
• Used HTML, CSS, React, JavaScript, PHP, GitHub, PhpMyAdmin, Cursor AI, and Hostinger
Teddy Bear Finder Website, Personal Project {[In Progress: Figma Design](#)}
• Designing and planning development of a website to help users find and recover lost teddy bears.
• Currently using Figma for UI design; planning to use Webflow, HTML, CSS, and JavaScript for customization.

EXPERIENCE

Springfield Commonwealth Academy   **Springfield, MA**
Web Developer & UI Designer   **November 2025 - Present**
• Led the full redesign of the school's 17-page website using Webflow, Figma, and custom HTML/CSS/JS; completed the entire project in just 3 weeks.
• Design and manage school social media visuals and posts to engage students, parents, and community.
• Edit and produce short-form videos using Google Videos to support school announcements, social media content, and campus communications.
• Created and Designed official campus posters, student sign-out sheets, and brochures using Canva for daily operations and marketing.
• Actively research and implement AI tools to streamline web development and design workflows.
• Earned the UI Design & Figma Mastery certificate through DesignMastery to strengthen my UI/UX capabilities.

Global Wheelhouse   **Remote**
Visual Design Intern   **November 2025 - Present**
• Design weekly social media content including Reels, Threads, IG carousels, stories, and promo graphics.
• Collaborate with copywriting and growth teams to create consistent brand visuals and scalable Canva templates.
• Designing visuals for landing pages, mini-trainings, and lead magnets.
• Upload deliverables to Notion or Google Drive for publishing.

iFamily: Meet Chosen Family & Match   **Remote**

Social Media Coordinator Intern   **November 2025 - Present**
• Designed short-form social media content, reels, and static assets using Figma, CapCut, and Canva that were published on iFamily's social media platforms by the founder, demonstrating real-world impact.
• Created in-between screen layouts for videos to enhance storytelling and engagement.
• Edited and produced short-form videos in CapCut, including transitions, timing adjustments, and visual enhancements to support iFamily's social media strategy.
• Collaborated with the founder on Discord to translate creative briefs into polished, on-brand content.

Eudicor, LLC   **Remote**
Webmaster Freelancer   **November 2025 - Present**
• Build, design, and maintain WordPress, Hostinger, and Webflow websites using AI-assisted workflows to increase efficiency.
• Apply modern web technologies and workflow automation under mentor guidance.

Springfield Commonwealth Academy   **Springfield, MA**
Web Development & AI Intern   **September 2025 - November 2025**
• Redesigned and developed a 16-page summer school website in 3 weeks using React, HTML/CSS/JS, PHP, SQL, PhpMyAdmin, Hostinger, GitHub, and Cursor AI improving layout, visuals, content, and overall user experience.
• Learned new tools including Webflow, WordPress, Figma AI, Lovable AI, and other AI tools to enhance workflow efficiency.

Tech Guides Blog   **Remote**
UX Design Intern   **May 2025 - August 2025**
• Designed 2 UI components from scratch in Figma using user-centered design principles.
• Conducted user surveys and contributed to design decisions.

Saunders, RIT College of Business   **Henrietta, NY**
Web Developer Coop   **January 2024 - May 2025**
• Developed responsive web products using HTML, CSS, JavaScript, Bootstrap, PHP, and SQL; all while collaborating with manager and co-op team members.
• Independently redesigned and coded the Saunders Labs website, implementing mobile responsiveness and RIT branding for daily use by students and faculty.
• Designed the Stock Market App for Imagine RIT using Figma and RIT's Branding.
• Created and coded a directory interface for large displays, used daily by Saunders College of Business staff and students.
• Contributed to Inside3 by developing the calendar module, improving usability and functionality.
• Expanded technical skills by learning Photoshop and other design tools on the job to support web development tasks.

Qualitrol   **Fairport, NY**
Software Engineering Coop   **January 2023 - August 2023**
• Collaborated with a team of Software Engineers in an Agile environment utilizing HTML, CSS, JavaScript, Tailwind CSS, and PHP, following the Scrum process on Jira.
• Contributed to a website for a fiber optic monitor project by fixing frontend defects, working on projects, and testing JavaScript functions using Mocha.
• Gained familiarity with Confluence, and enhanced web development skills independently before and during the internship to improve performance and deliver stronger project outcomes (HTML, CSS, JavaScript, and PHP).