1. Developed site navigation by categorizing content and funneling traffic through content.
2. Developed concepts, target audience, requirements, deadlines and budgets.
3. Determined coding requirements for site creation, including e-commerce capability, security and specialized scripts.
4. Built user interface, data visualizations and designed overall user experience, resulting in [Number]% increase in sales.
5. Created wireframes, screen-flow diagrams and UI spec documentation.
6. Designed, developed and deployed website by adding shopping cart, streaming video files and adding "Try Before You Buy" services for products.
7. Conceptualized, planned and executed original designs for wide range of website properties.
8. Added shopping cart, streaming video files and "Try Before You Buy" service to promote games.
9. Obtained [Number] site visits in first year and pioneered use of streaming [Type] videos.
10. Drove website property revenue by [Number]% through development and implementation of [Timeframe] email campaign.
11. Designed user interface to meet client specifications and content management system.
12. Promoted brand identity by creating company logos and delivering attractive, user-friendly and unique website.
13. Delivered services as web developer, designer, application specialist and webmaster, acting as project manager for platform transition.
14. Strengthened organizational intranet program and sub-sites to bolster internal communication strategies.
15. Chose domain names, completed registrations and maintained website and web hosting account.
16. Produced sample sites and received feedback about draft sites.
17. Created and moderated company wiki that facilitated up-to-date project communication between departments.
18. Conducted usability testing and post-deployment evaluations to measure user experience success.
19. Developed multiple mobile websites for nonprofit organizations offering neighborhood market analysis to government and business clients.
20. Designed images, icons, banners and audio enhancements.