
Senior Web Designer

20 years successfully aligning business goals to design, technology & strategy

Develop effective marketing strategies for clients by uncovering business goals to build effective websites for growth, lead generation and content management while nurturing and supporting long-term client relationships.

Highlights of Expertise

- Website Design & Development
- Full Life Cycle Project Management
- Client Communications
- Technical Support & Research
- Visual Brand & Graphic Design
- Print Production
- Search Engine Optimization (SEO)
- Content Management

Career Experience

ArrowBright Design & Marketing, New York, New York

Provide leadership in website creation, marketing, and design with clients advising them on best practices and consultation in website marketing

Web Designer (2010 to Present)

- Guide modernization and website enhancement spanning multiple parts of WordPress systems, including plugins and templates.
- Design of multiple brands and marketing campaigns for clients as well as offer guidance to increase lead generation. Perform search engine optimization (SEO) to grow online presence.
- Oversee multiple project timelines and ensure consistent communication.
- Design mockups, create specifications and hand-off work to developers when needed.
- Create processes for on-boarding and training. Build client relationships – over 75% client retention rate.
- Maintain and update websites for security and growth.

Jenny Fenig Worldwide, LLC, New York, New York

Development of user-experience strategy and design for multiple brands and marketing campaigns.

Web Designer (2011 to 2022)

- Manage design strategy for over 150 marketing initiatives from digital to print every year.
- Contribute to in-depth analysis of UX practices and wireframes in order to produce efficient solutions.
- Craft brands and sub-brands for clients that establish unique identities for services, courses, and offers while maintaining consistency across all platforms.
- Provide website maintenance and technical support.

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Talent Management Alliance (TMA), New York, New York

Responsible for developing and maintaining WordPress-based websites and designing event brands.

Web Designer (2010 to 2013)

- Created wireframes to enhance user experience for company's main site and designed multiple microsites for events.
- Researched and implemented web plugins to increase functionality of content management system. Worked with developers to install custom functionality.
- Designed branded event graphics to produce new sales leads through targeted organic and paid campaigns.
- Oversaw development of event materials including email campaigns, on-site graphics and brochure design.

Institute for International Research, New York, New York

Implemented user-experience centered designs that target specific audiences for 100+ websites throughout three divisions.

Senior Web Designer (2007 to 2010)

- Planned and orchestrated daily workflow including creating a centralized filing system to speed up file retrieval.
- Supervised designers and production assistant and provided guidance in CSS and custom CMS programming.
- Executed SEO protocols to improve company's online presence.
- Played key role in implementation of digital requirements, including interface design, development, and maintenance, across three divisions and 100 conferences webpages with input from senior management, producers, and marketing managers.
- Provided client assistance for delegates and partners by directing them to appropriate division and resolving technical issues to offer quality service.

ADDITIONAL EXPERIENCE

Web Designer (2010) ▪ Human Capital Institute (HCI), Brooklyn, New York

Photo Intern (2001) ▪ Eduardo Patino Photo Studio, New York, New York

Photo Intern (1999) ▪ Steve Hellerstein Photo Studio, New York, New York

Education & Credentials

Westwood College, Denver, Colorado

ASSOCIATE OF APPLIED SCIENCE IN GRAPHIC DESIGN AND MULTIMEDIA

Ohio University, Athens, Ohio

BACHELOR OF SCIENCE IN PHOTO ILLUSTRATION

Technical Proficiencies: WordPress, Elementor, Search Engine Optimization (SEO), HTML, CSS, Adobe Dreamweaver, Photoshop, Illustrator, InDesign, Mailchimp, Kit (Convertkit).

Additional Highlights: List-Making Sage – able to break down the bigger picture into manageable tasks, Tabletop Photography, Photo Editing and Retouching. Currently learning Adobe Premiere Pro.