

Skills

- HTML5
- CSS
- JavaScript
- React
- NextJS
- Figma
- Wireframing
- UI/UX Design
- Accessibility (ADA)
- Responsive design
- Git

Executive Summary

Creative Visual Web Designer with a deep technical foundation and nine years of experience designing customer-facing websites and applications. Advanced proficiency in Figma, specializing in scalable design systems, interactive prototyping, and user-centric layouts optimized for accessibility (WCAG 2.1). A cross-functional collaborator adept at analyzing customer behavior to design engaging digital journeys that support marketing goals, loyalty programs, and long-term retention.

Experience

FEBRUARY 2025 - AUGUST 2025

Executive Decisions LLC, Bethesda, Maryland - Web Developer

- Collaborated cross-functionally with marketing and product stakeholders to accelerate site modernization, designing and migrating 10-15 content-driven pages daily into brand-consistent, SEO-optimized templates.
- Improved SEO visibility and tracked performance using GA4; implemented ARIA tagging and WCAG 2.1 standards to ensure full digital accessibility and legal compliance across all consumer-facing platforms.
- Developed responsive, mobile-first layouts using Bootstrap and custom CSS, ensuring cross-browser compatibility and optimized performance for high-traffic promotional campaigns.

JULY 2023 - MARCH 2024

AttentionWorthy.ai (Newsworthy.ai), Boerne, Texas - Front-end Web Developer

- Prioritized digital accessibility and performance by building WCAG 2.1 compliant interfaces, ensuring a seamless and inclusive experience for all users across all devices and browsers.
- Led the Figma-to-code pipeline, architecting component-driven design systems, wireframes, and prototypes converted into responsive, brand-consistent UI layouts.
- Designed and developed 20+ conversion-focused landing pages using TypeScript and SSR, reducing TTI to drive a 15% increase in user engagement.

SEPTEMBER 2021 - MARCH 2023

Robert Half, Dallas-Fort Worth - Web Developer

- Designed and optimized responsive landing pages in multiple languages using Adobe Experience Manager and JavaScript, ensuring global brand consistency.
- Utilized Adobe Target to A/B test React interface components and refactored legacy shopping cart logic, significantly reducing page-load latency and improving conversion rates.
- Refactored legacy shopping cart logic using JavaScript and React to improve state management and checkout performance, reducing page-load latency and improving conversion rates.

MAY 2018 - MARCH 2021

Platformology, New Braunfels, Texas - Front-end Web Developer

- Built conversion-focused, responsive interfaces using TypeScript and CSS, implementing semantic HTML and ARIA patterns for WCAG 2.1 compliance and cross-browser consistency.
- Collaborated within an Agile/Scrum workflow to consistently meet sprint goals, maintaining clean, well-documented codebases and supporting team-wide technical excellence.

JANUARY 2015 - MAY 2018

Cranberry / Live Oak Creative, New Braunfels, Texas - Web Designer

- Designed and managed comprehensive print and event collateral (banners, postcards, business cards), ensuring strict brand consistency across all physical and digital touchpoints.
- Architected end-to-end customer journeys and user experiences in Figma, driving projects from low-fidelity wireframes and mockups to high-fidelity, interactive prototypes for web and app experiences.

Education

General Educational Development (GED) Diploma, May 2010 - September 2010

Bellingham Technical College, Bellingham