

Quick-witted and occasionally longwinded **Full Process Web Designer/Developer** ecstatically involved in the entire website/web app creation process, from creating customized project plans based on client meetings, to developing functional front-end prototypes that offer intuitive solutions. Fueled by the challenge to continuously create **the most intelligent, clever, and effective** ways to simultaneously answer client needs and user expectations, while improving workflow methods in the process.

RELEVANT EXPERIENCE

Small Business Digital Strategy

March 2020-Present

FREELANCE

- Educate business owners, department heads, and stakeholders in best practice concepts, particularly how specific strategies align with company values.
- Create predictive strategies to increase user rate and retention across small business websites.
- Oversee strategic testing, market segmentation, and digital advertising refinement for concurrent Google Ad campaigns.
- Analyze and evaluate current website design patterns to identify opportunities to better address user needs.
- Synthesize newly identified improvement opportunities into actionable roadmaps and milestones.
- Implement new code, design, and data changes as dictated by newly introduced roadmaps.
- Maintain and manage website and data, monitoring progress of new strategies over time.

Web Developer

March 2018 - March 2020

MAD GENIUS, INC.

- Spearheaded interdepartmental cohesion by introducing and championing Service Design and Customer Experience Design concepts into development workflow pipeline.
- Team leader over flagship in-house product. Key responsibilities included market analysis, establishing use cases and personas, conduct team meetings, and managing team member workloads and milestones.
- Designed, developed, and deployed fully custom websites for mid-market and large enterprise corporations in a variety of industries, including but not limited to technology, finance, education, manufacturing, law, and healthcare.
- Programmed custom APIs, utilizing and extending core WordPress CMS processes to connect clients sites to larger online entities. Highlights include working with the National Organ Donor Registry database, as well as creating multiple custom login registries and secure areas for national health boards and international law firms.
- Frequently acted as "last line of defense" for quality assurance as websites entered pre-launch phase.
- Coordinated and oversaw website launches directly with clients, while simultaneously providing education on best practices for both pre-launch and post-launch security.

CLAYTON THIGPEN

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Web Development Director Junior Web Designer

January 2015 - August 2017
September 2013 - December 2014

SOLVE DESIGN STUDIO

- Designed, developed, and launched custom websites for a multitude of clients, ranging from single, self-employed individuals to large corporations.
- Met directly with clients to accurately assess needs and translate requirements into actionable, best practice project plans.
- Partnered with Creative Director for projects regarding website content strategy and user-centered interaction research.
- Constantly researched new or emerging technologies to provide the most relevant or applicable solutions to client needs or requests.
- Regularly introduced or researched new workflow processes to increase office efficiency, speed, and quality of work.
- Increased rate of projects completed by 400%, from four per year to nearly five per quarter.

ADDITIONAL ACCOLADES

- Technology and Design Mentor at 2017 Techstars Start Up Weekend, presented by InnovateMS, Mississippi's predominant startup accelerator.
- Sponsor of 2017 Mississippi New Venture Challenge Business Plan Competition
- Illustrator for award-winning children's book series Twister
- Lighting Designer for award-winning live stage productions

EDUCATION AND CERTIFICATIONS

- Google Ads Certification; Search Ads, 2020-2021
- BS, Graphic Design; Mississippi College, 2014

TECHNICAL SKILLS

Tools

- Adobe Creative Suite, primarily XD, Photoshop, Illustrator, InDesign
- Sketch, Figma, UXPin
- Git, Github, CLI, Chrome DevTools
- Google Ads, My Business, Analytics Platforms
- Balsamic, UserTesting, Wireflow

Languages

- PHP, MySQL
- JavaScript, JSON, Typescript
- Bash, Zsh
- HTML5, CSS3

Frameworks & Methodologies

- WordPress, WP-CLI
- NPM, Node.js, Vue.js, Webpack
- Grid Systems
- Design Patterns
- Semantic Version Control
- Cross-Browser Compatibility
- SEO, SEM, Site Optimization
- Agile, Scrum, & Spiral
- BPMN, UML, DRY, MVC, SPA, OOAD, and even things that aren't acronyms.