

George Smith

Web Designer

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Profile Summary

Creative and detail-oriented Web Designer with over 5 years of experience in CSS, HTML, and Adobe Creative Suite. Adept at developing user-centric web designs for global companies, enhancing page load speeds by an average of 30%, and improving user engagement by 20%. Focused on creating aesthetically pleasing, user-friendly websites that maintain brand integrity.

Work Experience

Senior Web Designer

Adobe Inc.

1st Jan, 2019 - 31st Dec, 2023

- Led a team of 5 designers to revamp the company's e-commerce site, resulting in a 25% increase in customer retention.
- Collaborated with marketing team to optimize HTML/CSS for SEO, leading to a 15% boost in organic traffic.
- Implemented new UI/UX strategies, enhancing user engagement by 20% and reducing bounce rate by 10%.

Web Designer

Pixel Perfect Designs

1st Sep, 2016 - 31st Dec, 2018

- Designed responsive websites that improved user interaction by 30% and generated client satisfaction.
- Streamlined CSS processes, cutting page load time by 40% and enhancing website performance.
- Partnered with developers to integrate CMS solutions, increasing content update efficiency by 50%.

Education

Harvard University

Bachelor of Arts in Digital Media

1st Sep, 2012 - 31st May, 2016

Skills

HTML, CSS, JavaScript, Adobe Photoshop, Adobe Illustrator, UX/UI Design, WordPress, SEO, Responsive Design

Notable Projects

E-commerce Platform Overhaul

Led the redesign of an e-commerce platform for a leading retailer, improving user flow and increasing the conversion rate by 35%.

Mobile-First WordPress Theme Development

Developed a mobile-first theme for WordPress, which improved loading times by 50% and drove up mobile traffic by 25%.

Certifications

Certified Web Designer

Issued by Web Professionals Organization, 1st Jul, 2021

Awards

Web Design Award

Awarded by International Web Design Awards, 15th Mar, 2020