

Merrilee Sandelin

Senior Web Designer

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📍 123 Maple Street, Milwaukee, WI 53202

Education

Bachelor of Fine Arts in Web Design and Development at University of Wisconsin-Stout, Menomonie, WI

Sep 2014 - May 2018

Relevant Coursework:
Web Design Principles,
User Experience Design,
Responsive Web Development,
Digital Imaging, JavaScript
Programming, HTML and CSS,
Content Management Systems,
Web Animation, Mobile App
Design, E-commerce Solutions,
and Web Project Management.

Links

[linkedin.com/in/merrileesandelin](https://www.linkedin.com/in/merrileesandelin)

Skills

HTML5

CSS3

JavaScript

JQuery

Bootstrap

Adobe Photoshop

UX/UI Design

Languages

English

Profile

A Senior Web Designer with 5 years of experience, specializing in crafting visually engaging and user-friendly websites. Proficient in modern design tools and technologies, with demonstrated ability to lead creative projects from concept to completion. Adept at collaborating with cross-functional teams and clients to deliver digital solutions that drive business growth and enhance brand presence.

Employment History

Senior Web Designer at GMR Marketing, WI

Apr 2023 - Present

- Successfully redesigned the company website, resulting in a 35% increase in user engagement and a 20% reduction in bounce rate within six months.
- Developed and implemented a responsive web design strategy that led to a 50% increase in mobile traffic and a 25% increase in overall site conversions.
- Led a team of designers in a complete overhaul of the client's e-commerce platform, which boosted sales by 40% and improved customer satisfaction ratings by 30%.

Web Designer II at Kohl's Corporation, WI

Jul 2018 - Mar 2023

- Successfully redesigned the Kohl's website, resulting in a 35% increase in user engagement and a 20% boost in online sales.
- Developed and implemented a responsive web design strategy that increased mobile traffic by 50% and reduced bounce rate by 15%.
- Led a team of designers in the creation of an intuitive user interface for the Kohl's mobile app, which achieved over 1 million downloads within the first three months of launch.
- Streamlined the website's checkout process, reducing cart abandonment rate by 25% and increasing average order value by 10%.

Certificates

Adobe Certified Expert (ACE) in Web Design

May 2022

UX Certification from the Nielsen Norman Group

Dec 2020

Memberships

International Web Association (IWA)

Interaction Design Association (IxDA)