



MATTHEW WILLIS

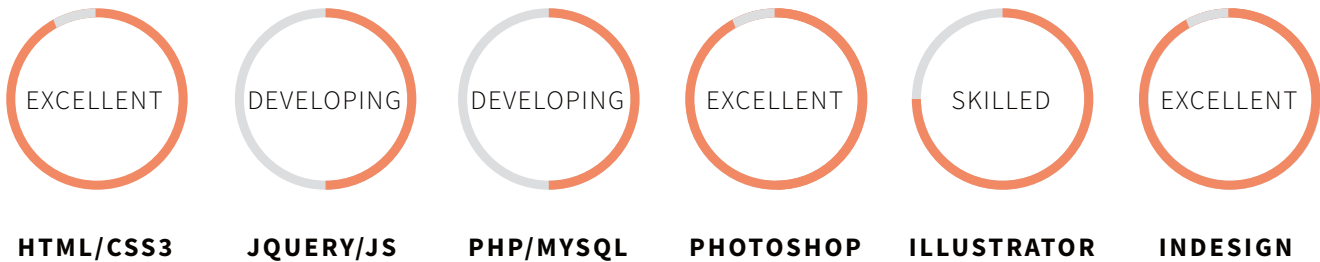
FRONT-END DEVELOPER • GRAPHIC DESIGNER

mrw@em-w.com • <http://www.em-w.com>
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PERSONAL PROFILE

Enthusiastic, experienced, creative front-end web developer and graphic designer in LA area. Passionate about combining art and technology to convey ideas and messages. Interested in new opportunities to provide these services and to continue growth as a coder and designer.

TECHNICAL SKILLS



WORK EXPERIENCE

FRONT END DEVELOPER / GRAPHIC DESIGNER

HOYU USA • CYPRESS CA • MAY 2011-PRESENT

WEBSITE DEVELOPMENT • GRAPHIC DESIGN • EMAIL MARKETING COORDINATOR • E-COMMERCE

Designed and built company's product websites. When joining company in 2011 transformed existing websites from table-based to div-based layouts. In 2012, added responsive mobile-friendly layouts.

Coordinated e-commerce. Using Amazon, created stores and applied custom CSS to them to reflect product lines' unique branding. E-commerce grew to become significant revenue stream for the company.

Developed PHP/MySQL online surveys, contact forms, asset request forms and other web-based applications. Integrated Wordpress CMS engines into sites as needed.

Managed and developed company's email marketing. Planned, created and executed bi-monthly html-email blasts to customers. Grew email contacts a 300% over two years.

Provided Graphic Design. Designed brochures, leaflets, magazine ads, reports, business cards and product packaging artwork. Managed in-house photography studio; provided product photography.

WORK EXPERIENCE (CON'T)

WEB DESIGNER

4 WHEEL ONLINE • TAMPA FL • OCTOBER 2010-MAY 2011

WEBSITE DEVELOPMENT • GRAPHIC DESIGN • SEO

Used design skills, Photoshop, Illustrator and HTML/CSS/JQuery to build, refine and maintain 4wheelonline.com, petstreetmall.com and other websites. Wrote marketing copy and otherwise structured web pages for SEO.

INDEPENDENT CONTRACTOR

MW DESIGNS • TAMPA FL • JULY 2009-OCTOBER 2010

WEBSITE DESIGN • WEBSITE DEVELOPMENT • GRAPHIC DESIGN • WORDPRESS

Provided web and print design services to various clientele.

GRAPHIC DESIGNER/IT SUPPORT

BROWN & BROWN INSURANCE • CLEARWATER FL • APRIL 2005-JULY 2009

GRAPHIC DESIGN • IT SERVICES • FLASH ANIMATOR

Maintained company website, www.bbpinellas.com. Conceptualized and implemented clients' print- and web-based communication materials. Created Flash-based animations providing graphic overviews of clients' employee-benefit options. Designed and produced print- and web-based promotional and sales pieces – brochures, logos, flyers, etc.

EDUCATION

HAMPSHIRE COLLEGE

Undergraduate at Hampshire College in Amherst, Massachusetts.
Liberal Arts studies focusing in philosophy, fine art, computer graphics and design.

Amherst, MA • 1990-1991

RIPON COLLEGE

Liberal Arts studies focusing in philosophy.

Ripon, WI • 1889-1990

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