

MELEAH POWERS

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Skills & Tools

High-performing, results-focused, Web Designer/ Front-End Developer with 7+ years of well-rounded experience in HTML, CSS, Elementor, SEO fundamentals, PHP, JavaScript, and WordPress. Familiar with updating and maintaining existing websites, including content updates, visual enhancements, landing page creation and performance optimization. Effectively recommends best practices for integrating digital marketing channels. Possesses high attention to detail and ability to interact, communicate and present ideas effectively. Strong working knowledge of designing responsive websites using industry-standard design tools. Experienced with other content management systems and e-commerce platforms. Deep experience with Microsoft office applications and comfortable working with internal and external clients. An excellent eye for visual design, and a great instinct for UI and UX best practices. Able to work independently, take responsibility, and solve problems effectively.

CORE COMPETENCIES

Web Design – Problem Solving – Client Management – CMS Work – SEO Fundamentals – E-commerce
Landing Page Design – Collaborative – Project Coordination – High Profile Clients – Digital Marketing
Scheduling and Planning – Procedures and Regulations – Configuring Page Builders – Creativity
Time Management – Leadership – Excellent Communication – Detail Oriented – Analytical
Organization – Launching Sites – Conversion Rate Optimization – Design Mockups
Customer Service – Branding Services – Project Management
Budget Management – Content Management

TECHNOLOGY

Adobe Creative Cloud – Adobe XD – Figma – WordPress – Elementor – Visual Composer
HTML – CSS – JavaScript – PHP – Liquid – Shopify – Bootstrap – CMS – cPanel
DNS Management – Visual Studio – Sublime Text – MySQL – Unity
Blender - FTP – PHPMyAdmin – Wireframes – Google Analytics
Facebook AdManager – Social Media Marketing

Professional Experience

BENTLEY SYSTEMS – Remote, USA

March 2023-Present

Senior Web Designer

Uses data to make informed design and functionality decisions to create exceptional user experiences for the web and drive desired business outcomes. Collaborates with content owners and stakeholders to define project requirements and creates a plan that demonstrates a solid understanding of goals and objectives. Designs, creates, and maintains web content to meet company and stakeholder requirements while adhering to brand guidelines. Researches industry trends and best practices in design and user experience and brings innovative ideas for website enhancements. Creates and tests applications to ensure that they are working effectively. Crafts solutions for layout and styling issues across multiple browsers and mobile devices. Provides coaching, mentoring, and training to members of the Web Team and internal stakeholders, including UX best practices.

Notable Achievements:

- Decreased number of templates needed for designing new initiative portals by utilizing dynamic data in designs. What once required over 20 templates now only needs 3-5 templates.
- Redesigned employee feedback portal in Aha! to match company's branding
- Utilized heatmap data for bentley.com to update layouts and remove ineffective call to actions

Web Designer

Leads, plans, designs, and implements custom website designs within the company's custom website page builder, while utilizing design tools such as the Adobe Creative Cloud, HTML, and CSS. Collaborates with the production team and design team to create new website designs. Communicates with developers about website issues, along with presenting new ideas to make the company's custom website page builder interface easier to use. Updates and maintains existing websites, including visual enhancements and performance profiling/optimization. Designs and creates a variety of digital assets such as: social media, Google, and email ads.

Notable Achievements:

- 100% of my website designs received first round approval from every client assigned to me during my first quarter at the company
- Decreased website design turnaround time by 200%
- Successfully completed over 150 website designs in 2022.

Visual Designer

Designs print and online marketing materials such as: posters, billboards, venue banners and online ads using Photoshop, Illustrator, and InDesign based on branded AdMats, for several world-renowned bands for *LiveNation*. Leads, plans, designs, and implements custom website designs within the company's custom WordPress page builder and Elementor. Leads weekly design team meetings and discusses creative ways to solve complex design issues. Collaborate with the production team to create new site templates and themes. Communicates with developers about website issues, along with presenting new ideas to make company's custom WordPress page builder interface easier to use. Update and maintain existing websites, including content updates, visual enhancements, landing page creation and performance profiling/optimization.

Notable Achievements:

- Designed over 2,000+ print and online marketing pieces for several world-renowned bands for *LiveNation*.
- Successfully created over 500+ WordPress websites.
- Streamlined website process and reduced add-on services which resulted in increased productivity.

Website & Graphic Designer & Content Manager (Remote)

Designed website mockups in Photoshop, and implemented approved website designs in WordPress. Edited websites in CSS and HTML, and created website graphics using Photoshop and Illustrator. Designed print and online marketing materials using Photoshop and Illustrator: posters, business cards, online banners, etc. Managed and measured the effectiveness of clients' social media marketing using various analytical techniques. Created and managed online content for company's website.

Notable Achievements:

- Successfully designed several local nonprofit websites such as United Way For the Lowcountry, Beaufort County Animal Services, and the South Carolina Artisan Center.

Website Designer

Developed overall business strategies, customer acquisition plans and pricing plans for business. Designed & maintained websites for clients in a variety of industries: magazine publications, e-commerce, health, music, etc. Oversaw every aspect of the business which includes: budgeting, hiring, bookkeeping, invoicing, & client management. Researched, designed/created, and implemented/managed social media marketing for clients. Created document processes related to innovation and implementation of Services products. Participated in the full development lifecycle from research and planning engineering implementations to QA and deployment.

Notable Achievements:

- Successfully created Aiken Bella Magazine as an online local news source, growing its audience from 300 visitors a month to 14,000 visitors a month.
- Increased sales by 176% after redesigning highcountryoliveoil.com.

Education & Certificates

University Of South Carolina Beaufort

May 2015

Bachelor of Science in Business Administration

Concentration: Marketing • Minor: Studio Art

Notable Achievements:

- GPA: 4.0 (Summa Cum Laude)
- President's Honor List
- CoSIDA Capital One Academic All-District Team
- Sun Conference All-Academic & Scholar Athlete
- USCB's 1st three-time Scholar-Athlete: Soccer, Cross Country, and Track & Field
- 1 of 10 students selected for *Leadership in Practice* taught by the USCB's Chancellor, Dr. Jane Upshaw

Midlands Technical College

October 2017

Certificate – Front-End Development

Certificate – Back-End Development

Codecademy (codecademy.com)

October 2017

Certificate – Sass

Volunteer

Aiken Pickup Soccer

Facebook Administrator Volunteer and Website Designer (aikenpickupsoccer.com)

TW Pet Hotel

Volunteer Web Designer (<https://twpethotel.com>)

Redesigned site and created an online booking portal which resulted in increased bookings for the company.

Activities

Stained Glass Artist

I love to make stained glass panels, sun catchers, and garden stepping stones in my spare time.

Co-Ed Adult League Soccer

I played soccer for my college and now I am proudly on a division one adult league soccer team.

Cross Country Running

I also ran cross country and track for my college. I still train regularly with my dog and participate in 5k races.