




Lindsey Witty

Web Designer & Developer

CONTACT

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PROFILE

Hi, my name is Lindsey! I'm a creative and passionate Web and Graphic Designer who loves building beautiful, functional websites that help businesses grow and connect with their customers. My goal is to create designs that not only look amazing but also perform well—ranking high on search engines and delivering smooth, user-friendly experiences. I'm a quick learner with a strong work ethic, and I thrive on tackling new challenges. It's incredibly rewarding to help companies expand their reach and achieve their goals through thoughtful, innovative web design.

EDUCATION

UNIVERSITY OF SOUTHERN INDIANA | EVANSVILLE, IN

- Bachelor of Science – Art, Interactive Media Design (2015)
- Minor: Advertising, Public Relations, and Web Development
- GPA: 3.54
- Recipient of the USI Departmental Scholarship

WORK EXPERIENCE

WEB DESIGNER

VIV, Newburgh, IN | September 2023 – Present

- Design and develop engaging websites, including e-commerce platforms, with a focus on functionality and user-friendliness.
- Enhance website usability and performance through rigorous testing and optimization strategies.
- Collaborate with clients to brainstorm creative concepts that align with their branding objectives.
- Implement SEO strategies to boost online visibility and improve search engine rankings.
- Integrate advanced features to ensure a seamless user experience across all devices.

WEB DESIGNER

Media Mix Communications, Inc., Evansville, IN | May 2016 – July 2023

- Created dynamic websites tailored to client specifications, balancing aesthetic appeal with technical precision.
- Conducted user testing to refine designs and enhance performance.
- Developed brand-aligned visuals, maintaining consistent design standards.
- Coordinated with stakeholders to ensure project goals were met effectively and on time.

PROFESSIONAL SKILLS

- **Independent and Team-Oriented:** Excel at working independently while thriving in collaborative environments to achieve shared goals.
- **Quick Learner:** Continuously eager to expand my skill set and adapt to new technologies and tools.
- **Creative Problem Solver:** Passionate about crafting innovative, user-friendly designs that balance functionality and beauty.
- **Loyal and Dependable:** Dedicated to organizations that value respect, appreciation, and a nurturing environment for creativity.
- **Technical Expertise:**
 - Adobe Creative Suite (Photoshop, Illustrator, InDesign, AfterEffects)
 - Web Design & Development: HTML5/ CSS3, Responsive Design, WordPress, Shopify, WooCommerce
 - SEO, Website Performance Optimization, and E-commerce Integration
 - Social Media Marketing and Management (Facebook, Instagram, Google Ads)
 - Google Tools (Analytics, Search Console, My Business)
- **Customer-Focused:** Committed to understanding client needs and delivering results that drive growth and engagement.
- **Strong Work Ethic:** Detail-oriented, reliable, and focused on producing exceptional outcomes.

TECHNICAL SKILLS

- Adobe Creative Suite: Photoshop, Illustrator, Dreamweaver, InDesign, AfterEffects
- HTML5 / CSS3
- Web Design / Development
- Content Management Systems
- WordPress
- Drupal
- Shopify
- Squarespace
- Weebly
- Wix
- Duda
- Responsive Web Design
- Microsoft Office, Word, PowerPoint, Excel, Outlook
- Social Media Management
- Social Media Marketing
- Facebook / Instagram Advertising
- UI / UX Design
- Email Marketing: ConstantContact, MailChimp
- Online Forms
- JotForm
- Cognito Form
- Google Analytics / Analytics 360
- Google Search Console
- Google My Business
- Google Maps
- Google Ads
- QR Codes
- E-Commerce
- WooCommerce
- Web Accessibility
- Search Engine Optimization / Management
- Website Performance / Speed / Optimization

PORTFOLIO HIGHLIGHTS

Over the past year, I've had the privilege of building 97 websites, each tailored to meet the unique needs of my clients. Here are a few examples that showcase my work:

- [Fountain City Sweets](#) – A charming website for a local sweets shop, designed to highlight their delicious treats.
- [FitStyle Foods](#) – A sleek and user-friendly site for a meal prep service, making healthy eating accessible and convenient.
- [Cascade Raft and Kayak](#) – An adventure-packed website for an outdoor rafting and kayaking company in Idaho.
- [Skin and Body Empire](#) – A luxurious design for a beauty and wellness business, focusing on elegance and professionalism.
- [Zozo's Doggie Spa](#) – A playful and inviting website for a dog grooming spa, tailored for pet lovers.
- [IC Engineering](#) – A modern, professional site for an engineering company, emphasizing precision and expertise.
- [State Contractors](#) – A comprehensive directory for contractors, designed to connect professionals with clients.
- [Inspector Express](#) – A clean and efficient platform for property inspection services.
- [Taste of Brazil KC](#) – A vibrant, culture-rich site for a Brazilian restaurant, celebrating their authentic flavors.

These projects reflect my dedication to creating websites that are not only visually appealing but also functional and effective in helping businesses thrive.