# Joseph Palmer

Web Designer/Front-End Developer

## Contact

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## Skills

Web Design

Excellent

HTML

Excellent

CSS technologies

Excellent

JavaScript

Excellent

Digital graphics creation

Excellent

Video Editing

Excellent

Social media marketing

Excellent

Adobe Creative Suite

Excellent

Style guide design

Excellent

Brand Management

Excellent

Talented Web Designer comfortable completing projects ranging from simple storefronts to enterprise-class, web-based interfaces. Extraordinary developer of creative UIs and invaluable customer-facing assets. Integrates rich media, web apps and advanced UX design to produce exceptional final products.

## Work History

**2018-08 - Current**

### Web Product & Development Coordinator

*Bergen County Cooperative Library System (BCCLS), Fair Lawn, NJ*

- Delivered services as web developer and webmaster, acting as project manager for platform transition.
- Designed and delivered Wordpress intranet with secure login for over 1600 users to bolster internal communication strategies.
- Determined coding requirements for specialized scripts.
- Designed and delivered private director portal using PHP and MySQL database.
- Super Admin for suite of web products for consortium of 77 libraries.

**2020-06 - Current**

### Owner/Designer

*Russell Sutter LLC, Kearny, NJ*

- Designed and developed brand identity by creating company logos and delivering attractive, user-friendly and unique website using Wordpress with Woocommerce platform.
- Designed and developed digital prints for fabrics using Adobe Illustrator and Photoshop.
- Created and maintained product relational database using Filemaker Pro.
- Prepared technical sketches and freehand design for various types of home furnishings using Adobe Creative Suite.
- Optimized e-commerce fulfillment strategy to minimize costs while maximizing profits and customer satisfaction.
- Established and maintained balanced and accurate e-commerce budget to execute on initiatives with proper funding and enrich customer experience through Google Sheets and Quickbooks.

**2014-01 - 2018-08**

### Contract Web Designer

*Self-Employed, New York, NY*

- Designed highly engaging interactive user interfaces that complied with modern web standards using PHP, HTML5, CSS3, Javascript, jQuery, and Wordpress.
- Delivered services as web developer and webmaster, acting as project manager for platform transition.
- Promoted brand identity by creating company logos and delivering unique, user-friendly websites specific to client's vision.
- Delivered technical presentations to illustrate proposed site designs.
- Developed graphic and image assets for both content and digital marketing efforts using Adobe Creative Suite.

## Education

**2015-01 - 2018-03**

### Bachelor of Science: Web Design & Interactive Media

*The Art Institute of Pittsburgh - Online Division*

- Graduated with Honors: G.P.A. 4.0

## Qualification Highlights

- Proven communication skills and ability to work efficiently in independent and team environments through instructor and collaborator roles.
- Fast learner; can rapidly adapt to job requirements. Highly organized with superior ability to effectively handle multi-tasking and deadline prioritization.
- Self-motivated team player.