

Joseph Palmer

Web Designer/Front-End Developer

Contact

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WWW

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Skills

Web Design



HTML



CSS technologies



JavaScript



PHP



Digital graphics creation



Social media marketing



Adobe Creative Suite



Style guide design



Brand Management



Experienced Web Designer with 5+ years of expertise in creating visually appealing and user-friendly websites. Proficient in various design software and technologies, with a strong understanding of digital marketing and SEO principles. Proven ability to manage multiple projects effectively and meet tight deadlines. Committed to delivering high-quality results by blending creativity with technical proficiency for engaging digital experiences.

Work History

2018-08 –
Current

Web Product & Development Coordinator

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

- Led web development projects as a project manager and webmaster, providing valuable services to clients.
- Successfully created a secure WordPress intranet with login access for 1600 users, improving internal communication strategies.
- Analyzed and fulfilled coding needs for specialized scripts.
- Developed and launched a private staff portal using PHP and MySQL database.
- Served as the Super Admin for a suite of web products utilized by a consortium of 78 libraries.
- Developed clear and concise instructional content for web products.
- Created user guides, video tutorials, and online help documents.
- Conducted training sessions for users both online and in person.
- Proficient in platforms like Webex, Zoom, and Microsoft Teams.

2020-06 -
Current

Multimedia Design Director

Russell Sutter LLC, Kearny, NJ

- Developed unique and user-friendly websites using WordPress and WooCommerce platform, along with creating appealing company logos.
- Managed product relational database using PHP and MySQL.
- Utilized Adobe Illustrator and Photoshop to create digital prints for fabrics.
- Designed technical sketches and freehand designs for a variety of home furnishings using Adobe Creative Suite.
- Optimized e-commerce fulfillment strategy to maximize profits and customer satisfaction while minimizing costs.
- Established and maintained a balanced and accurate e-commerce budget using Google Sheets and QuickBooks to enhance customer experience.

2014-01 –
2018-08

Contract Web Designer

Self-Employed, New York, NY

- Created engaging user interfaces using PHP, HTML5, CSS3, JavaScript, jQuery, and WordPress.
- Designed company logos and user-friendly websites to enhance brand identity.
- Presented technical demonstrations to showcase site designs.
- Produced graphic and image assets for content and digital marketing 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.