

Chadwick Anderson

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Accomplished web and graphic design professional with 25+ years experience producing strategic web and print assets on a wide variety of platforms for long-term clientele. Seeking to utilize my expertise in WordPress web design, development, and graphic design to fill a WordPress web designer position. Dedicated creative and analytical thinker aims to help achieve company goals and quickly grow into additional responsibilities.

Skills

- Creative Thinking
- Collaborative
- Adobe CC
- PHP/JS/CSS/HTML
- Adaptability
- Self-starter
- Lightroom
- Basecamp
- Problem Solving
- Deadline Oriented
- WordPress
- Ecommerce

Professional Skills

WordPress & Woocommerce

- Developed and maintained WordPress / Woocommerce websites for long term clientele.
- Used PHP, JS, CSS to code plugins for custom functions, themes, and site enhancements.
- Utilized plugins / software services for security, hack/disaster recovery, fixes, and updates.
- Constructed sites using frameworks like Elementor, Flatsome, Avada, BeTheme, and others.

Web Production & Marketing

- Designed optimized, on-brand, website graphics and ads to increase sales and visibility.
- Created email marketing, advertising, and Google Ads campaigns to increase site traffic.
- Performed all aspects of web design, production, hosting, optimization, SEO, security, and DNS.

Graphic Design

- Developed brand identity concepts, logos, style guides, sales kits, and stationery systems.
- Designed strategic marketing brand collateral and managed the offset/digital printing processes.
- Created a gamut of branded promotionals from apparel and water bottles to tradeshow displays.

Experience

WordPress Web Design / Graphic Designer • 2001 - Present

designerChad, San Diego, CA

- Contributed to client long term success through consistent graphics asset production services.
- Optimized client business efficiency via system streamlining and standards development.
- Remotely supported client marketing teams by designing advertising and collateral to scope.

Web Designer / Graphic Designer • 1997 - 2001

Nuvonix Interactive, San Diego, CA

- Created brand identities and supporting print and web marketing collateral for clients.
- Enhanced clients' brand awareness through design of cohesive marketing collateral.
- Designed and developed effective, data-driven, branded websites for small businesses.

Education

University of Illinois at Urbana-Champaign, B.A. in Liberal Arts and Sciences