

Chadwick Anderson

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Accomplished web and graphic design professional with 25+ years experience producing database driven, optimized websites and graphic assets for a wide variety of platforms. Seeking to utilize my expertise in web design, development, graphic design, and WordPress to fill a Web Designer position. Dedicated creative and analytical thinker aims to help achieve company goals and quickly take on additional responsibilities.

Skills

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

Professional Skills

Web Design / Development & Marketing

- Developed CMS websites to scope using web technologies: PHP, HTML, CSS, jQuery, and WP.
- 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.
- Managed all aspects of web design, production, hosting, optimization, SEO, security, and DNS.

WordPress & WooCommerce

- 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.

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

Web Designer / Developer / Graphic Designer • 2001 - Present

designerChad, San Diego, CA

- Developed optimized, CMS websites using PHP, HTML, CSS, JavaScript, jQuery, and WordPress.
- Optimized efficiency via internet technologies and best practices to reduce business expenses.
- Remotely supported marketing teams by designing on-brand print marketing collateral to scope.

Web Designer / Developer / Graphic Designer • 1997 - 2001

Nuvonix Interactive, San Diego, CA

- Designed and developed effective, cross-browser, ASP based, content-managed, websites.
- Created brand identities and cohesive supporting print and web marketing collateral.
- Enhanced clients' brand awareness through PPC search engine marketing, and optimization.

Education

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