# BRANDON WIRZ
## SENIOR WEB DESIGNER/DEVELOPER

## + ABOUT ME

Experienced Senior Web Designer with a proven track record in creating and implementing advanced design and development solutions. Hybrid Web Designer skilled across multiple disciplines, combining creativity and technical expertise to deliver impactful results. Proficient in modern web technologies with a strong background in both design and development. Currently enhancing skills in Design, AI, AI prompting, Front End Development and design strategy to create seamless, scalable, and future-ready digital experiences.

## + EXPERIENCE

### Senior Graphic/Web Designer/Developer, DealerOn Inc. - Remote 12/2023 - 04/2025

- Directed end-to-end web design projects, transforming mockups and storyboards into high-quality, visually engaging, and fully functional websites.
- Revamped site structure and design using modern best practices, boosting page speed, engagement, and conversion rates by delivering fast-loading, high-performing pages.
- Custom content management system (CMS) with responsive layouts and reusable templates, improving scalability and reducing development time.
- Reduced page load times by up to 40% through advanced image compression, streamlined code,
- Elevated user experience with intuitive, visually appealing layouts crafted in HTML, CSS, and CMS platforms, resulting in increased session duration and user satisfaction.

### Senior Web UI Designer/Developer, Axiom - Remote 12/2022 - 10/2023

- Designed/delivered modern, user-focused web experiences as Senior UI Web Designer/Front-End Developer.
- Created compelling graphics, wireframes, and storyboard designs; drove UI/UX direction.
- Revamped the USDA OARS interface, increasing user satisfaction scores by 30%.
- Collaborated with design and development teams to build responsive web UIs, A/B testing to optimize performance.
- Resolved usability vs. performance conflicts through innovative solutions using HTML, CSS, JavaScript and React.
- Developed unique design concepts that enhanced brand recognition and customer engagement.
- Streamlined workflows, improving efficiency and reducing project timelines. emphasis on accessibility/compliance (508/ADA/WCAG).
- Produced high-quality mockups for client approval, ensuring alignment with brand vision during iterative design cycles.
- Analyzed user behavior and feedback to refine design, improve accessibility, and boost SEO performance.

### Senior Graphic/Web Designer/Developer, Digitell - Remote 10/2020 - 08/2022

- Led design and development for engaging online virtual event platforms, updating features/enhancing user interaction.
- Created storyboard designs/mockups; collaborated closely with clients, product managers and development teams to align vision and execution.
- Increased engagement through modern, responsive websites/landing pages, incorporating WCAG/ARIA accessibility standards, SEO, and UI/UX best practices.
- Served as a key contributor to development, design, product teams, providing HTML, CSS, and visual design expertise.
- Presented design concepts to clients, incorporating feedback for revisions and securing approvals.
- Designed custom graphics and icons that improved visual appeal and strengthened brand consistency.
- Enhanced user experience through intuitive and aesthetically pleasing layouts optimized for usability and accessibility.
- Modernized outdated websites/branding, integrating current trends and best practices to improve relevance/performance.
- Improved mobile-first responsiveness by implementing flexible grid systems, flexbox and fluid layouts. Bootstrap framework.

### Senior Web Designer/Developer, Gosling Media - Remote 01/2019 - 10/2020

- Designed/Developed B2B websites, landing pages, digital, social media assets that strengthened brand presence/drove engagement.
- Conducted design testing/analysis, identifying improvement opportunities that increased user satisfaction/engagement.
- Produced content across diverse channels—marketing, web, print, video, social media, and SEO ensuring consistent brand messaging.
- Daily stand-ups with project managers, designers, developers, creative directors, clients to align priorities/maintain project momentum.
- Mentored junior designers, providing guidance and troubleshooting technical challenges to improve team efficiency.
- Boosted conversion rates through strategic landing page design featuring clear calls-to-action and optimized user flows.

### Senior Graphic/Web Designer, Sounds True - Louisville, Colorado 03/2016 - 10/2018

- Created graphics, wireframes, storyboards/layouts to deliver engaging, user-focused learning experiences.
- Designed and developed B2B/B2C websites, video, and advertising materials to support diverse marketing campaigns.
- Built HTML5 emails and customized templates using Mailchimp, animated GIFs for higher engagement.
- Converted PSD designs to HTML from concept to completion; implemented WordPress updates/online social media ads.
- Enhanced user engagement and UX by producing interactive prototypes with InVision and Photoshop.
- Developed a microsite for The Science of Medical Intuition that generated over $1M in revenue.
- Delivered digital solutions for online courses, responsive HTML mobile websites, and marketing emails.

## + CONTACT

- wirzdesign.com
- bwirz75@gmail.com
- Durango, Colorado
- linkedin.com/in/bwirz
- github.com/brandonwirz

## + SKILLS

- **ADOBE CC/SKETCH/FIGMA**
- **HTML/CSS/SASS**
- **RESPONSIVE WEB DESIGN**
- **BOOTSTRAP/TAILWIND**
- **JAVASCRIPT/JQUERY**
- **WEBFLOW/WORDPRESS/CMS**
- **REACT/NPM/CLI/AI**
- **VISUAL STUDIO CODE/GITHUB**

## + EDUCATION

Web Development Certification
V School—Salt Lake City, Utah

Front End Web Developer Certification
eclasses.org

Bachelor of Fine Arts (BFA)
Communication Arts
The University of Akron
Myers School of Art