

TAYLOR APPLEYARD

Web Designer

PORTFOLIO

taylorappleyard.com

CONTACT

taylorappleyardweb@gmail.com

(904) 208-1874

SKILLS

HTML / CSS / JavaScript

Responsive Design

Adobe Creative Suite

SEO / Social Media

WordPress

Microsoft Office

Graphic Design

Excellent Collaboration Skills

Strong Communication

Detail Oriented

Creative Thinking

LANGUAGES

American Sign Language (ASL)

Ambitious Web Designer specializing in creating online destinations precisely tailored to each customer's needs. Translates vague design goals into actionable, technical details. Trusted provider of sites and online assets designed to drive return patronage and increase engagement. Skilled in generating sites for both desktop and mobile browsers. Combines accepted best practices with creative innovation to produce beautiful and functional results.

WORK HISTORY

Assistant Instructor

August 2024 – Present

Board & Brush | Jacksonville, FL

- Assist in creative workshops, helping clients to create wood signs that are aesthetically pleasing to hanging in their homes.

Contract Web Designer

May 2024 – Present

Popmenu, Inc | Remote (Atlanta, GA)

- Designed responsive theme templates for landing pages based on new branding for consistency with brand identity. Built landing pages for webinars and webinar registrations. Modified old landing pages to new branding.

Web Designer

March 2021 – September 2023

Popmenu, Inc | Remote (Atlanta, GA)

- Designed and implemented changes to customer's Popmenu websites in a timely manner while maintaining a high level of both internal and external quality of work.
- Built new website templates for Popmenu's website builder.
- Created website example library and code repository to assist team in efficiency.
- Assisted in website migration for 10,000+ clients while maintaining current and onboarding client sites.
- Reviewed contractor work as quality control and implemented changes.

Post Publish Modifications Specialist, Tier II

March 2015 – October 2020

Web.com Group | Jacksonville, FL

- Designed and implemented changes to customers' WordPress websites in a timely manner while maintaining a high level of both internal and external quality of work.
- Created graphics and design elements using Adobe Photoshop.
- Completed SEO consultations with clients to enhance search engine visibility.
- Migrated WordPress websites from one hosting environment and moved them to a new hosting environment.
- Fixed domain and DNS issues for WordPress accounts.

Modifications Specialist, Tier I

June 2014 – March 2015

Web.com Group | Jacksonville, FL

- Completed changes to websites in a timely manner while offering recommendations and enhancements to customer's websites in a customer support environment.
- Created graphics and design elements using Adobe Photoshop.
- Completed SEO consultations with clients to enhance search engine visibility.

EDUCATION

University of Central Florida

2010 – 2014

Bachelor of Arts – Digital Media | Web Design