

TAYLOR APPLEYARD

Web Designer

PORTFOLIO

taylorappleyard.com

CONTACT

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(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)

WORK HISTORY

Freelance Web Designer

September 2023 – Present

- Designed and developed custom websites for small businesses across various industries.
- Built responsive, user-friendly websites using WordPress and SquareSpace.
- Collaborated with clients to define branding, layout, and functionality requirements.
- Implemented basic SEO practices, mobile optimization, and performance enhancements.
- Provided ongoing site maintenance, updates, and technical support as needed.

Instructor

August 2024 – Present

Board & Brush | Jacksonville, FL

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

Contract Web Designer

January 2024 – Present

Jewels of Teaching | Remote (Orlando, FL)

- Designed and developed new website pages to enhance user experience and align with brand standards.
- Managed e-commerce content by uploading and organizing new products and online courses.
- Published and formatted weekly blog content to support marketing and SEO initiatives.
- Maintained site consistency, functionality, and visual quality across all updates.

Contract Web Designer

May 2024 – January 2025

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.

Modifications Specialist, Tier I & Tier II

June 2014 – 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.

EDUCATION

University of Central Florida

2010 – 2014

Bachelor of Arts – Digital Media | Web Design