

JOE ROCKEY

UX/UI Designer • Wordpress Expert • Front-end Web Developer

www.joerockey.com

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EXPERIENCE

ISSA — Senior Wordpress UX Designer/Front-end Developer

MAR 2021 - Present

- Primary responsibilities include the design, development and maintenance of client Wordpress web sites using Avada & Divi themes.
- Wordpress framework and theme upkeep, including plugin update(s), theme and code QA.
- Email design, coding and Magento landing page html development.
- Graphic design of hero images, web banners, icons.

Medline Industries — Senior Web Designer

JAN 2019 - FEB 2020

- Support Ecommerce and Marketing divisions by designing, editing, and maintaining a wide range of web properties using Wordpress and Magento CMS.
- Take wireframes and translate to low and high fidelity design comps/prototypes, then move to the build phase using CSS, HTML, Wordpress Avada page builder.
- Edit and update existing web pages, blog articles, media assets using Wordpress Avada Theme Fusion and Magento page builder.
- Work closely with account executives, project managers to assist in developing web strategies and adhering to web design best practices.
- Use strong communication skills to collaborate and coordinate web projects with account executives, translating business objectives and goals to web pages, lead gen forms, email designs and various digital properties.

Protect-A-Bed — Senior Web Designer

MAR 2017 - NOV 2018

- Design, develop and maintain core web properties using Magento CMS, Wordpress, Shopify CMS, custom CSS, responsive design, HTML.
- Support ecommerce marketing efforts by designing landing pages, web graphics, emails, web banners, and product page assets.

CODE

HTML
CSS
Bootstrap / CSS Grid
jQuery
PHP

UX

Journey Mapping
User Stories
Wireframing
Storyboarding
Research

CMS

Wordpress
Magento
Joomla
Shopify
BigCartel
BigCommerce
3DCart

SEO

Google Tag Manager
Google Search Manager
SEMRush
MOZ
Screaming Frog

Spectrum Communications Inc — Senior Web Designer

JAN 2011 - FEB 2016

- Responsible for designing, building and maintaining web sites for over 300 clients across these core verticals: home remodelers, residential and commercial movers, and online retailers.
- Worked closely with account managers and clients to achieve website goals and initiatives.
- Improved client conversion rates through redesign, A/B testing and PPC landing page design.

Sentinel Technologies — Senior Web Designer

FEB 2009 - DEC 2010

- Responsible for all web site marketing initiatives, including email campaign management, ecommerce UX/UI, site analytics, PPC campaign management, SEO optimization, content management
- Responsible for all web site interface & design elements, including usability and information architecture.

ASAP Software — Web Designer

MAR 2008 - FEB 2009

- Lead a team of two designers and managed a large-scale long-term website redesign initiative.
- Managed information architecture, user flow, e-commerce integration, interface design, and ecommerce marketing.
- Duties include project timeline management, wire-framing, flowcharting, site-mapping, mock-up design, HTML.
- and aspx deliverables, web marketing strategies, search optimization, campaign design, web analytics analysis.

Imagination Publishing — Web Designer

JAN 2007 - FEB 2008

- Managed a team of 2 junior level web designers and was responsible for all web creative, Information Architecture, and marketing initiatives for a diverse client list.
- Clients included MasterCard, Yahoo, Lowe's, UPS, Motorola, Northern Trust, and Cirque du Soleil.
- Duties included interface prototype design, usability and information architecture design, HTML and content management production, storyboarding, wireframing, and web enhancement/marketing initiatives for new and existing clients.

TOOLS

Adobe Creative Suite
VWO
Optimizely
Axure RP
Balsamiq
Sketch
Figma
Adobe XD

PM

Agile
Scrum / Kanban
JIRA
ADA Compliance
Trello

EDUCATION

**Columbia College,
Chicago**

1997 - 2000

**University of Illinois,
Champaign-Urbana**

1992 - 1994