Mackenzie Roy

Web Designer and WordPress
Specialist

Manchester, NH 03102
mackroy27@gmail.com
(603) 717-6292 | wickedwdd.com/portfolio
[Linkedin](#)

Summary

Creative problem solver and detail-oriented Web Designer with 9-plus years of expertise in website design and 6 years of WordPress development with Elementor. Proven ability to communicate effectively with clients and team members and has a vision of the future when finding solutions to challenges.

Hard Skills

Content Management Systems, CSS, Graphic Design, High fidelity designs, HTML, Info Architecture, Prototyping, Responsive design, UI/UX design, User Flows, SEO and analytics, Wireframing, WordPress

Soft Skills

Active listening, Attention to detail, Creative thinking, Empathy, Problem solving, Integrity, Interpersonal communication, Organization, Teamwork, Time management, Work ethic

Tools

Cpanel, Figma, Elementor, Godddy, Illustrator, Indesign, Mailplus, Photoshop, Wix, WooCommerce, WordPress

Experience

Marketing & Digital Services Specialist, Spectrum Marketing | May 2024 – Present
- Implement, manage communication and coordinate Mailplus jobs with outgoing mail campaigns with sales reps and CSRs.
- Design social media ads, Google ads and informed delivery ads based on campaign mailers and keeping with client brand standards.
- Design internal marketing materials following company brand standards.
- Design and update internal and external marketing websites using WordPress builders Elementor and WP Bakery
- Work as a team to complete a variety of digital internal and external marketing tasks

Web Designer and WordPress Front-End Developer, Freelancer | Remote | Jan 2023 – Present
- Design, develop, launch, update, troubleshoot and maintain WordPress websites using a variety of tools based on project needs.
- Find innovative solutions when presented unique challenges from clients and agency stakeholders.
- Design high-fidelity websites in Figma, ensuring alignment with project briefs and stakeholder goals.
- Build WordPress website the incorporate SEO principles to improve website visibility.
- Actively communicate with stakeholders, to provide technical assistance and advice to help achieve their project goals.

UX/UI Designer, REKS Sunglasses Internship | Remote | Oct 2023 – Dec 2023
- Collaborated with a team of designers to address REK's problem statement.
- Crafted research questions for user interviews and participated in information architecture discussions.

- Developed user flows based on competitor analysis, selecting optimal solutions through team dot voting.
- Created wireframes and prototyped high-fidelity screens for wayfinding solutions using key design principles.
- Wrote user tasks and questions for usability testing.

Web Designer and WordPress Front-End Developer, Docweb | Remote | Jan 2018 – Dec 2022
- Design, develop, launch, update, troubleshoot and maintain WordPress websites using a variety of tools based on project needs.
- Find innovative solutions when presented unique challenges from clients and agency stakeholders.
- Design high-fidelity websites in Figma, ensuring alignment with project briefs and stakeholder goals.
- Build WordPress website the incorporate SEO principles to improve website visibility.
- Actively communicate with stakeholders, to provide technical assistance and advice to help achieve their project goals

WordPress Conversion Project Facilitator, Docweb | Remote | Oct 2020 – May 2022
- Documented project specifications, company standards, and setup requirements for the seamless conversion of HTML websites to WordPress.
- Provided direct and strategic guidance to contract developers during the process of converting sites to WordPress.
- Ensured contractors delivered WordPress sites adhering to company standards, contributing to the consistency of project outcomes.
- Facilitated the promotion of WordPress sites to live environments, ensuring successful implementation of the projects.
- Installed, migrated, and troubleshot WordPress sites using plugins and cPanel.

Website Maintenance Team Leader, Docweb | Salem, NH | Jan 2018 – Oct 2018
- Oversaw incoming emails and requests related to website changes and issues, demonstrating strong organizational skills.
- Managed the maintenance queue, ensuring timely completion of tasks within the company's turnaround time, with a focus on prioritizing high-priority and time-sensitive assignments.
- Effectively communicated with clients, addressing issues and requests and tailoring messages to their level of understanding.
- Escalated non-standard maintenance requests to account managers for resolution, contributing to efficient problem-solving.

Junior Web Designer, Docweb | Salem, NH | Mar 2016 – Jan 2018
- Executed the design and construction of inner pages, aligning with the lead designer's home page design using Adobe Muse and Photoshop.
- Developed landing pages with a focus on maintaining on-brand marketing and engagement strategies.
- Collaborated with fellow developers and web designers, fostering inspiration and professional growth.

Web Maintenance Team Member, Docweb | Salem, NH | Mar 2015 – Mar 2016
- Executed ticketed website maintenance requests proficiently using Adobe Muse, applying key design principles to ensure seamless integration with the existing website.
- Adhered to company procedures, consistently delivering tasks to the company's high standards.

Education
Utica College | Utica, NY
BS in Criminal Justice

Courses
UX & UI design,
Careerist.com