MICHAEL
ANDERSON

E-commerce Web Developer

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I am a passionate Responsive Web Developer with over 3 years of experience in the fashion and lifestyle industry. I specialize in creating visually stunning and highly functional e-commerce websites that enhance user experience and drive sales. My background in graphic design allows me to combine aesthetics with functionality, ensuring that every website I create is not only beautiful but also user-friendly.

WORK EXPERIENCE

E-commerce Web Developer | Fashion Forward Co.   Jan 2022 – Present

- Developed and maintained e-commerce websites using Shopify and Magento.
- Implemented SEO strategies that increased organic traffic by 50% in six months.
- Created visually appealing product pages that enhanced user engagement.
- Collaborated with marketing teams to optimize online promotions and campaigns.
- Conducted regular website audits to ensure optimal performance and security.
- Utilized analytics tools to track user behavior and improve site functionality.

Web Designer Intern | Lifestyle Web Agency   Jul 2019 – Dec 2021

- Assisted in creating landing pages and promotional material for various campaigns.
- Supported the design process by developing wireframes and mockups.
- Collaborated with clients to gather requirements for web projects.
- Participated in brainstorming sessions to generate creative ideas for websites.
- Learned best practices in responsive design and user experience principles.
- Gained hands-on experience in using Adobe Creative Suite for web design.

SKILLS

Shopify   Magento   SEO   Graphic Design   User Experience   E-commerce

EDUCATION

Bachelor of Arts in Fashion Design   2019
Fashion Institute

ACHIEVEMENTS

- Increased sales by 30% through effective website redesign and optimization.
- Received the Best Intern Award for outstanding contributions during the internship.
- Successfully launched a new brand website that attracted over 5,000 visitors in the first month.

LANGUAGES

English   Spanish   French