

Designed and developed 30+ responsive WordPress websites across industries including banking, construction, & agriculture.

Taylor Lindstrom

WEB & UX DESIGNER

hello@taylordesignz.com

www.linkedin.com/in/taylor-s-lindstrom/

www.taylordesignz.com



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EDUCATION

MASTER of PROFESSIONAL STUDIES (MPS) IN
USER EXPERIENCE DESIGN (UXD)
Maryland Institute College of Art - Sep 2020 - Dec 2021

BACHELOR of FINE ARTS (BFA) IN
GRAPHIC DESIGN
Texas Tech University - 2016 - 2020

SKILLS

Design & UX

- User Experience (UX) Design
- User Interface (UI) Design
- Information Architecture
- Content Strategy
- Wireframing
- User Flow Mapping
- Responsive Web Design
- Visual Hierarchy
- Prototyping

Web Design & Development

- WordPress Development
- Elementor
- JetEngine
- Salient Theme
- Content Architecture
- Dynamic Content Management
- HTML/CSS
- Landing Page Design
- SEO Best Practices

Software & Tools

- Figma
- WordPress
- Elementor
- JetEngine
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere Pro
- Adobe After Effects
- Miro
- Canva
- DNS Management

WORK EXPERIENCE

WEB & UX Designer **Brandability** (Bought Speedsquare)
MAR 2024 - Current

- Design and develop responsive WordPress websites from discovery through launch, including content strategy, wireframes, UI design, and full-site development.
- Design intuitive, user-focused websites with a strong emphasis on information architecture, responsive layouts, and usability.
- Create websites with SEO-friendly page structure and content organization designed to support search visibility and improve user experience across devices.
- Designed and developed 30+ client websites across a variety of industries using WordPress with Elementor and Salient Themes.
- Build scalable content management systems using JetEngine, including custom post types, templates, filters, queries, and dynamic content structures that allow clients to easily manage and update their websites.
- Create social media graphics, digital advertisements, and supporting visual assets for client marketing campaigns.
- Work closely with internal teams to develop website solutions that align with client branding, business goals, and digital strategy.

SENIOR GRAPHIC DESIGNER **Promofuse Solutions** (Bought by SpeedSquare)
JAN 2023 - MAR 2024

- Managed creative projects from concept through final delivery across branding, web, print, and digital marketing.
- Designed and built responsive WordPress websites, landing pages, and navigation layouts for clients across multiple industries.
- Applied UX and responsive design principles to create intuitive user experiences that aligned with client goals.
- Design brand identities, marketing collateral, social media graphics, and digital advertisements using Adobe Creative Suite.
- Collaborated with clients and internal teams to translate business objectives into effective design solutions.

GRAPHIC DESIGNER **Rd Thomas Advertising**
NOV 2020 - DECEMBER 2022

- Designed print, digital, and social media marketing materials for clients across a variety of industries.
- Maintained brand consistency across marketing campaigns and client deliverables.
- Designed supporting visuals for websites, advertisements, and promotional materials using Adobe Creative Suite.
- Managed multiple client projects while balancing recurring deadlines in a fast-paced agency environment.

GRAPHIC DESIGN INTERN
Visit Lubbock
DEC 2019 - JULY 2020

GRAPHIC/WEB DESIGN INTERN
Promofuse Solutions
JAN 2018 - MAY 2020

ART DIRECTOR - STUDENT
Texas Tech Ad. Team
2019 - 2020

SERVER
Triple J Steak House
SEP 2016 - DEC 2019