

LIV NELSON

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SENIOR WEB DEVELOPER & PRODUCT DESIGNER

Senior Web Developer and Product Designer with 12+ years of experience creating user-centered web, mobile, and brand-driven digital solutions. Skilled in blending a strong creative vision with technical proficiency in PHP, WordPress development, and scalable UX/UI design. Dedicated to learning and integrating emerging technologies to deliver intuitive, accessible user experiences. Thrives in cross-functional teams, using design thinking and prototyping to solve complex challenges, improve user satisfaction, and drive measurable growth. Passionate about crafting thoughtful, brand-aligned solutions that resonate with users and leave a lasting impact.

SKILLS

Core Competencies: Web Development • UX/UI Design • Visual Design & Branding • Interaction Design • Design Thinking
Scalable Design Systems & Style Guide Implementation • Prototyping & Wireframing • Accessibility Standards (508 & WCAG)
Agile & Iterative Development • Cross-Functional & Technical Collaboration • Team Mentorship & Leadership

Design & Prototyping Tools: Figma • Sketch • Miro • Adobe XD • Illustrator • InDesign • Photoshop • After Effects

Platforms & Tools: WordPress • Shopify • WooCommerce • Google Analytics • SEMRush • Notion

Development & Coding: HTML • CSS • React • JavaScript • TypeScript • PHP • Ruby on Rails • MySQL • GitHub • VS Code

PROFESSIONAL EXPERIENCE

National Energy Installers

Newport Beach, CA

Senior Product Designer & Full Stack Engineer

August 2023 - Present

- Built and deployed six SEO-optimized WordPress websites for holding and sister companies, increasing organic conversions by 200% using analytics tools such as Google Analytics and SEMRush.
- Developed and launched two React applications, managing UX strategy and full-stack implementation to streamline sales workflows, improve efficiency by 30%, and boost user engagement by 300%.
- Led user-centered design initiatives, mentoring junior designers on accessibility standards and iterative design processes to ensure inclusivity and consistency.
- Developed a scalable design system that streamlined workflows and accelerated development timelines by 20%.
- Conducted iterative A/B testing and usability evaluations, optimizing user interactions and design decisions to increase ad product conversion rates by 25% and improve engagement metrics.
- Implemented data-driven social media campaigns, designing brand-aligned visuals to boost engagement by 60% and improve ad ROI.
- Optimized CRM workflows through custom-built PHP integrations and MySQL database queries, reducing administrative workloads by 20% and improving data accuracy to enhance team efficiency.

Fuller Theological Seminary

Pasadena, CA

Contract Web Developer & Graphic Designer

March 2023 - Present

- Updated and optimized the seminary's main website to meet 508/WCAG standards, improving usability scores and ensuring a more inclusive experience for all users.
- Designed high-fidelity prototypes in Figma for the development of the Asian American Center website, highlighting cultural programs, strengthening brand consistency, and increasing user engagement.
- Collaborated with cross-functional teams to create cohesive event branding and visual assets, including marketing materials and digital designs aligned with the seminary's brand and community standards.
- Managed WordPress design and content updates for multiple departments, ensuring consistency with institutional branding and technical requirements.

Dynamic Team Solutions

Los Angeles, CA

Senior Web Developer & Product Designer

January 2018 - July 2023

- Developed and launched fully responsive WordPress websites, creating custom visual designs to ensure brand consistency and optimize performance across mobile and web platforms.
- Built and optimized an e-commerce platform for training programs, implementing targeted UX improvements and a streamlined checkout process, increasing sign-ups by 50%.
- Spearheaded UX strategies across digital platforms, incorporating user feedback into iterative designs to refine user journeys, increase engagement by 30%, and enhance social media performance.

Centre Stage, Inc

Monrovia, CA

Contract Web Developer & Product Designer

November 2017 - July 2022

- Redesigned the company website, enhancing SEO and visibility to increase engagement by 30% and achieve full operational capacity within eight months.
- Developed and optimized an e-commerce platform for training programs, leveraging MySQL to manage backend data structures, streamline checkout processes, and enhance the user journey.
- Created cohesive branding and visual designs for digital, print, and social media campaigns, including programs, posters, and event swag, boosting community involvement and increasing arts-related donations.
- Mentored high school students in design fundamentals and portfolio development, equipping them for future careers in design and technology.

Peoplescape HR

Los Angeles, CA

Web Developer & Product Designer

February 2014 - December 2018

- Designed and launched a fully responsive website, integrating SEO strategies and 508/WCAG standards to improve usability for diverse audiences, boosting traffic by 40% and enhancing search rankings.
- Optimized CMS workflows by implementing streamlined UX improvements validated through usability testing, reducing administrative tasks by 20% and driving a 40% boost in engagement and 60% business growth within 12 months.
- Created visual assets for digital, print, and social media campaigns, ensuring brand consistency across platforms and driving stronger audience engagement and recognition.
- Led a company-wide rebranding initiative, developing a comprehensive style guide and aligning brand identity across digital and physical touchpoints through cross-functional collaboration.

VOLUNTEER EXPERIENCE

City of Monrovia, Monrovia Days

Monrovia, CA

Web Developer & Product Designer

October 2018 - Present

- Designed and launched an accessible, user-friendly event website, improving user experience and driving a 20% annual increase in participation by making event information more accessible to the community.
- Developed a mobile-responsive scavenger hunt app using React and PHP, integrating engaging UX flows and interactive challenges to connect 1,500+ participants with local history and foster community engagement.
- Produced a 2-hour community documentary aired on public TV during the 2020 lockdown, featuring personal stories, historical footage, and birthday wishes to strengthen community bonds during a challenging time.

EDUCATION

Flatiron School

New York, NY

Collin College

Plano, TX

Software Engineering

Software Engineering Certification

School of Fine Arts

Graphic Design & Photography