Annalisa Wells

WEB DESIGNER & FRONT-END DEVELOPER

annalisawells@gmail.com
720-755-9603
annalisawells.com
Broomfield, CO — Remote Only

CORE COMPETENCIES

HTML5 · CSS3 · JavaScript · Responsive Web Design · Figma · Adobe Creative Suite · Design Systems & Pattern Libraries · Information Architecture · UX Auditing · WCAG Accessibility · E-Commerce Optimization · Google Analytics 4 & SEO

AVAILABILITY

Open to Remote Work

Seeking junior-level roles. Full-time preferred; open to part-time and contract.

DESIGN TOOLS

- Figma
- Canva Pro
- Adobe Creative Suite
- Sketch
- InVision
- Wireframing & Prototyping

DEVELOPMENT

- HTML5
- CSS3
- JavaScript
- Responsive / Mobile-First
- Git / Version Control

PLATFORMS

- Wix Studio
- Webflow
- Squarespace
- Shopify

PROFESSIONAL SUMMARY

Web designer and front-end developer with 5+ years of experience taking projects from vague brief to polished, documented handoff. Experienced working independently as the sole designer on staff — scoping projects, building complete design systems, implementing technical integrations, and training clients on their finished sites. Looking for a junior role with clear processes, a real team, and room to keep growing.

PROFESSIONAL EXPERIENCE

Web Designer
July 2023 – November 2025

Fat Bird Marketing · Denver, CO (Remote)

- Designed and built 20+ websites across healthcare, wellness, real estate, construction, retail, and nonprofit sectors as the sole designer on staff
- Translated incomplete client briefs into detailed project scopes through structured discovery and stakeholder communication
- Built shared design systems across multi-site healthcare ecosystems, achieving WCAG 2.1 AA compliance on all properties
- Implemented complex e-commerce architectures integrating Square, ShipStation, and Wix subscriptions, reducing fulfillment errors by ~90%
- Conducted UX audits using heuristic evaluation and design thinking frameworks, identifying friction points before launch
- Established Google Analytics and Search Console infrastructure with SEO foundations across all client projects
- Created comprehensive technical documentation and client training guides for post-handoff independence

Founder, Web Designer & Strategist
February 2020 – October 2025

Annalisa Wells Designs LLC · Broomfield, CO (Remote)

- Built and delivered custom web design projects independently: discovery, wireframing, Figma prototyping, build, and handoff
- Completed fully custom Webflow build for The T Hive — self-taught Webflow, custom HTML/CSS/JS including scroll animations, custom cursor, and interactive spin-wheel
- Designed and launched e-commerce solutions driving average 30% increase in conversion rates through UX improvements and optimized user flows
- Integrated custom front-end code and applied WCAG accessibility standards across all client sites
- Developed systematic project documentation and client training materials for every handoff

Founder, Proofreader & Editor
March 2018 – July 2018

Flatirons Revisions · Broomfield, CO (Remote)

- Designed and developed company website using user journey mapping and UX research methodologies
- Conducted technical optimization resulting in 20% improvement in page load performance
- Applied Google Analytics implementation and SEO best practices across all digital deliverables

E-Commerce Operations & Content
October 2017 – February 2018

The Tea Spot · Boulder, CO

- Analyzed customer behavior and return data to identify operational improvements, reducing profit loss by 10%
- Contributed to graphic design assets, content strategy, and marketing calendar development

General Manager
November 2015 – April 2017

Ku Cha House of Tea · Boulder, CO

- Managed team of 15+ across food-service and retail operations
- Developed data-informed marketing strategies and restructured inventory operations