


# MICHAEL RAINFORD

## WEB DESIGNER

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 <https://michaelrainford.com>

### TECHNICAL SKILLS

Microsoft Office, Google Analytics, Google AdSense, Google AdWords, WordPress, HTML, CSS, CSS3, SEO (incl. meta tags, headings, alt tags), PHP, Canva, MailChimp, Ahrefs, WooCommerce, Adobe Suite, UX, JavaScript, Asana, Figma, Debugging with Chrome & Firebug

### ACADEMIC BACKGROUND

**UNIVERSITY OF TECHNOLOGY** 2012  
KINGTON, JAMAICA

BS, Information Technology, Enterprise Systems  
Certificate, Modular Computer Studies

**PORTMORE COMMUNITY COLLEGE** 2008  
PORTMORE, JAMAICA

Certificate, Computer Repairs, Computer  
Networking

### CAREER HISTORY

#### DIGITAL TECHNOLOGIST / WEB DESIGNER (CONTRACT)

January 2023 - October 2023

VIVO360 INC. - ATLANTA, GEORGIA

- Leveraged a diverse range of tools to create bespoke, custom-designed websites, ensuring seamless translation of Figma and PSD designs into functional WordPress sites (HTML, CSS, Elementor, Avada, JavaScript)
- Demonstrated expertise in responsive design, while keeping industry best practices in mind to deliver user-friendly experiences across multiple devices and screen sizes
- Collaborated closely with an interdisciplinary team to ideate, conceptualize, and develop creative web solutions, which effectively communicated brand messaging and engaged users
- Conducted thorough cross-browser testing and optimization to ensure consistent performance and compatibility across various platforms, browsers, and devices
- Employed design principles and visual storytelling techniques to create captivating and visually appealing web experiences
- Resolved web errors using Firebug and Chrome Inspector for debugging

#### LEAD WEB DESIGNER

2018 to 2023

OCEAN EPIC - MAUI, HAWAII

- Spearheaded website design projects from concept to completion; coordinated with clients to align project scope with their marketing and business goals
- Enhanced website visibility and search rankings by optimizing web pages for SEO; meticulously crafted meta tags, structured headings, and descriptive alt tags to improve accessibility and search engine indexing.
- Communicated proactively with clients to clarify requirements, provide status updates, and manage expectations; balanced multiple priorities to successfully deliver projects by deadlines
- Performed quality assurance and troubleshooting; fixed bugs within existing code and implemented enhancements that improved overall functionality

**FOUNDER / WEB DESIGNER**

2016 - 2023

**BEST WEB DESIGN JAMAICA - KINGSTON, JAMAICA**

- Architected dynamic eCommerce websites for over 110 clients using HTML, CSS3, PHP, JavaScript, and other programming languages; achieved 99% client satisfaction rate
- Consulted with Web Developers and leadership teams to review design strategies, test wireframes, collect feedback, and provide required end-user training
- Utilized Elementor and WordPress to build a responsive site for one of the largest florists in Jamaica; the site created a digital asset that helped increased sales by 500%
- Implemented SEO and analytics strategies to improve site rankings, leading to increased traffic and sales
- Manage client's online reputation through social media, while addressing online customer reviews
- Provided maintenance services including backups, uptime monitoring, and security scans for threats

**SENIOR WEB DEVELOPER**

2013 - 2016

**INTERNET INCOME JAMAICA - KINGSTON, JAMAICA**

- Designed user-friendly websites for local and international businesses using HTML, CSS3, PHP and JavaScript; consulted with clients to scope out requirements and identify project milestones
- Developed curriculum and taught WordPress training course to hundreds of students

**FREELANCE WEB DEVELOPER**

2012 - 2013

**MC SYSTEMS - KINGSTON, JAMAICA**

- Revamped company's website via WordPress, optimizing navigation, content, and sales funnel to increased visitor-to-lead conversion
- Quickly became proficient in WordPress and took over full management of website operations