


# MICHAEL RAINFORD

## WEB DESIGNER

 (470) 389-5354

 Alpharetta, Georgia

 rainfordonline@gmail.com

 <https://michaelrainford.com>

### AWARDS & TECHNICAL SKILLS

- General-Live & Virtual Events, Distinction 2024 for NAACP Image Awards (Lead Developer)
- General-Arts & Entertainment, Distinction 2024 for NAACP Image Awards (Lead Developer)
- HTML5, CSS3, JavaScript, PHP, UX Design, Responsive Design
- WordPress, Elementor, Avada, Divi, WooCommerce, Figma, Webflow, Adobe Suite
- SEO (meta tags, headings, alt tags), Debugging (Chrome Inspector, Firebug)
- Knowledge of WCAG 2.2 AA standards
- Microsoft Office, Google Analytics, MailChimp, Asana, Canva, Brevo

### 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

#### LEAD WEB DESIGNER

2018 to Present

OCEAN EPIC - MAUI, HAWAII

- Led end-to-end WordPress website design and development projects; coordinated with clients to ensure alignment with business goals
- Enhanced SEO through optimized meta tags, headings, and alt text, improving search rankings and accessibility
- 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

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

January 2023 - October 2023

VIVO360 INC. - ATLANTA, GEORGIA

- Lead Developer for award-winning NAACP Image Awards website, recognized with Distinction in 2024
- Met with stakeholders to understand requirements and led design team to complete projects successfully
- Developed and deployed new or redesigned websites, maintaining high-quality standards. ensuring seamless translation of Figma and PSD designs into functional WordPress sites (HTML, CSS, Elementor)
- Utilized image authoring tools for cropping, resizing, and performing small adjustments to images.
- Kept up-to-date with emerging technologies, software development methodologies, and industry trends
- Conducted thorough cross-browser testing and optimization to ensure consistent performance and compatibility across various platforms, browsers, and devices
- Resolved web errors using Firebug and Chrome Inspector for debugging

**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