


MICHAEL RAINFORD

WEB DESIGNER

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 <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)
- Accessibility compliance (WCAG 2.2 AA standards), WAVE Accessibility Tools
- Microsoft Office, Google Analytics, MailChimp, Asana, Canva, Brevo, Yoast

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

INDEPENDENT WORDPRESS SPECIALIST

2024 - Present

GLOBAL FISHING WATCH - WASHINGTON D.C

- Standardized WordPress sites for consistent branding, performance, and accessibility
- Developed reusable templates with Elementor while adhering to brand guidelines
- Conducted detailed audits and quality assurance testing to resolve broken links, redirects, and errors
- Improved site speed through caching, image compression, and CDN integration
- Implemented security measures, including robust backups and vulnerability prevention
- Managed multilingual content updates in English, Spanish, and French while optimizing for SEO
- Collaborated with cross-functional teams to align website improvements with business goals

LEAD WEB DESIGNER

2018 to 2025

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)

2023 (10 Months)

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

MC SYSTEMS - KINGSTON, JAMAICA

2012 - 2013

- 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