# MICHAEL RAINFORD

**SENIOR WEB DESIGNER │ ACCESSIBILITY SPECIALIST**

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## PROFESSIONAL SUMMARY

Senior Web Designer with 10 years' experience building fast, WCAG accessible websites that drive engagement and SEO. Consistently improved PageSpeed Insights scores from the 70s into the 90s and cut bounce rates by 25 percent through responsive design and on-page SEO. Recognized for leading a Distinction-winning site in 2024.

## TECHNICAL SKILLS

**Website  Development:**
 • WordPress (Elementor, Avada, Divi) • WooCommerce • Webflow • PHP • JavaScript • HTML5 • CSS3

**Accessibility & Performance:**
 • WCAG 2.2 AA compliance • Core Web Vitals (LCP, FID, CLS) • WAVE •  WP Rocket • Browser caching • Asset minification • Image optimization

**SEO & Analytics:**
 • On-page SEO (meta tags, semantic headings, alt text) • Google Analytics • Yoast SEO

**Design & Collaboration:**
 • Figma • Adobe Creative Cloud • Chrome DevTools • MailChimp • Brevo

## WORK EXPERIENCE

### Independent WordPress Specialist
Global Fishing Watch – Remote │ Dec 2024 – Present

- Standardized the WordPress site for improved branding, speed, and WCAG 2.2 AA compliance
- Built reusable WordPress/Elementor templates to speed up development and maintain brand consistency
- Raised PageSpeed Insights score from 79 to 98 - cutting average page load time from 3.2 s to 1.8 s through caching, minification, and optimized images
- Enforced security with automated backups and vulnerability prevention
- Managed English, Spanish, and French content, optimizing pages and metadata for SEO

### Senior Web Developer
Ocean Epic – Remote │ Jan 2018 – Dec 2024 (Part Time)

- Led WordPress site builds (HTML, CSS, PHP, JavaScript), delivering fast, responsive, and optimized user experiences
- Coordinated directly with stakeholders to scope requirements and deliver all projects on schedule
- Optimized meta titles, descriptions, and headings, boosting client organic traffic by 25%
- Conducted QA/debugging to resolve 95% of critical issues, improving load times and stability

**Digital Technologist / Web Designer**
VIVO360 Inc. – Atlanta, GA │ Jan 2023 – Oct 2023 (Contract)

- Built the award-winning 2023 NAACP Image Awards site from Figma/PSD designs to a fully responsive WordPress environment - earning Distinction
- Conducted cross-device testing to ensure 100% compatibility on desktop, tablet, and mobile.
- Collaborated with creative teams to align site functionality with brand goals
- Applied visual design principles to create polished, user-friendly interfaces, increasing overall website engagement

**Web Designer / Developer**
Best Web Design Jamaica – Kingston, Jamaica │ Oct 2016 – Jan 2023

- Worked on WordPress sites for small-to-medium businesses, including e-commerce clients, focusing on client satisfaction and delivering fast, responsive solutions
- Re-engineered WooCommerce checkout flow for a flagship client, increasing revenue by 4×
- Implemented lead-generation forms, boosting newsletter sign-ups by 30%
- Developed reusable theme templates using Elementor, standardizing branding across multiple clients

**Senior Web Developer**
Internet Income Jamaica – Kingston, Jamaica │ Mar 2013 – Oct 2016

- 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 and taught a WordPress course, training hundreds of students in practical website building skills and online entrepreneurship

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## EARLIER EXPERIENCE

**Web Developer**
MC Systems – Kingston, Jamaica │ Mar 2012 – Mar 2013

- Rapidly learned WordPress and took ownership of CMS updates, theme modifications, and plugin configurations for the company site
- Revamped company's website via WordPress, optimizing navigation, content, and sales funnel to increased visitor-to-lead conversion

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## EDUCATION

**BS, Information Technology, Enterprise Systems**
University of Technology, Jamaica │ 2012