

Claire Evan

Website UX/UI Designer & Developer

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Experience

August 2023 - Present

Website Designer & Developer, FreshMove Media

Lead the strategy, UX/UI design, development, and optimization of custom websites and digital experiences for a diverse portfolio of clients. Owned projects from discovery through launch to post-launch support, delivering accessible, high-performing websites that improve visibility, engagement, and conversion rates.

- Designed, developed, and launched 46+ custom websites and 20+ conversion-optimized landing pages across legal, healthcare, construction, nonprofit, e-commerce, and professional service industries.
- Designed low- to high-fidelity wireframes, prototypes, and UI systems in Figma before translating approved designs into responsive WordPress experiences using Elementor, HTML/CSS/JavaScript, and third-party integrations.
- Delivered measurable SEO outcomes through technical optimization and website quality audits, contributing to a 30% increase in organic traffic for a regional client while improving website accessibility, search readiness, and overall user experience.
- Designed and established a comprehensive UI system that translated the agency's brand identity into reusable patterns and components for both web and application experiences, improving consistency, scalability, and cross-functional implementation.
- Co-developed a proprietary Web Quality Audit (WQA) application that replaced external auditing workflows, streamlining data collection, improving reporting accuracy, and enhancing client communication through clearer documentation of technical fixes, SEO initiatives, and content recommendations.

January 2022 - August 2023

Content Producer, The Social Ginger

- Produced multi-channel digital content spanning websites, blogs, and social media, maintaining consistent brand voice and messaging.
- Collaborated on content strategy and audience engagement initiatives to support client marketing objectives.

August 2020 - May 2023

Web Editor & Senior Graphic Designer, Ink Magazine

- Led a team of 16 student designers and animators, directing creative execution, providing design feedback, and ensuring adherence to editorial deadlines and brand standards.
- Managed WordPress publishing workflows and designed web layouts using HTML/CSS to support digital storytelling initiatives.

Education

August 2019 - May 2023

Bachelor of Fine Arts in Kinetic Imaging
Virginia Commonwealth University (VCU)

Skills

UX research	UI design	User-centric strategy	WordPress
Information architecture	Front- and back-end development	Responsive design	Figma
Wireframing	UI design systems	HTML/CSS	Adobe Suite
Prototyping	A/B usability testing	JavaScript	Ahrefs