

Zack Rodger

Web Designer & Developer

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SUMMARY

Web designer and developer with 5+ years of professional experience building clean, fast, and purposeful digital products. Specializes in custom web design, front-end development, and brand strategy across healthcare, legal, and professional services industries. Proficient in Figma, WordPress, Adobe Creative Suite, and modern web technologies with a strong focus on user experience, SEO, and performance.

EXPERIENCE

Web Designer & Developer

Quality Rehab Management | April 2022 – Present

- Promoted to Web Designer in April 2023 following demonstrated impact on client outcomes
- Designed and developed responsive websites for healthcare clients, ensuring accessibility and brand alignment
- Established brand guidelines and design systems to maintain consistency across all digital platforms
- Conducted monthly client meetings to review analytics, identify growth opportunities, and adjust strategy
- Simplified and presented SEO data to non-technical clients, driving measurable organic search improvements
- Managed multiple concurrent projects with tight deadlines, coordinating with cross-functional teams
- Provided post-launch training and ongoing support for client website management and content updates

Graphic/Web Designer & Marketing Specialist

Sheppard Law Firm & The Freedom Practice | May 2021 – April 2022

- Designed landing pages and marketing materials that directly contributed to lead generation and audience growth
- Produced event graphics and branded assets reinforcing consistent identity across all touchpoints
- Conducted A/B testing to optimize website conversion rates and overall performance
- Maintained up-to-date knowledge of design trends and emerging technologies to elevate creative output

Graphic Designer & Social Media Manager

Golden Boat Lifts | August 2020 – May 2021

- Collaborated with C-level executives to translate brand vision into design deliverables
- Designed product logos and brand identity materials that differentiated offerings in a competitive market
- Led social media campaigns that increased traffic, engagement, and sales
- Created illustrations, graphics, and digital assets using Adobe Creative Suite

EDUCATION

Bachelor of Science, Supervision and Management

Florida SouthWestern State College | August 2022 | Cum Laude, 3.7 GPA | Dean's List

SKILLS

Design: Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign), UI/UX Design, Brand Identity

Development: WordPress, HTML, CSS, JavaScript, Responsive Design, Web Performance Optimization

Marketing & Analytics: SEO (SemRush), Google Analytics, A/B Testing, Content Strategy