

Curtis Blake

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Enthusiastic and creative web designer with 15 years of e-commerce experience seeking the right opportunity to contribute in-depth knowledge of web design, user experience design and marketing design to an exciting and motivated digital team.

SKILLS

- Engaging UI/UX design, from wireframes to working prototypes in Adobe XD or HTML
- Coding efficient and usable HTML5/CSS3 markup with emphasis on meeting standards compliance for the best cross-platform performance and multi-device adaptation
- Exercising a careful balance between aesthetics and “user mastery” interface design
- Integrating rich media content into front-end with proven user interface principles, overall enhancing the user experience
- Specializing in page layout, using Adobe Illustrator and XD, to fit multiple screen sizes with an emphasis on brand identity and design consistent with brand collateral

WORK HISTORY

Christy Sports, LLC. – Lakewood CO
E-commerce Team, July 2005 - June 2021

Web Design Manager

July 2016

- Oversaw the adoption of digital assets from brand acquisitions. Enhanced, redesigned and redeployed as many as 20 websites, many in WordPress, to serve as referral sources for the major Christy Sports brands.
- Engaged in a comprehensive revision of the Christy Sports retail and rental sites to include an updated look, feel and functionality based on recommendations from expert site auditors like FitForCommerce and Ovative.
- Worked with several digital assets, including SocialSEO, Salesforce, Yotpo, SearchSpring and Conductor to expand site functionality with integrated APIs, increase search engine rank to top 5 for key search phrases and conversion rate by 30%.

Web Designer

July 2010

- Designed and organized a responsive web design project for the retail site to bring christysports.com in line with a mobile-first future.
- Conducted significant redesign of the Christy Sports retail site, including graphics, mock-ups, site UX enhancements and HTML/CSS layouts.
- Launched a campaign to promote specific brand landing pages created with interactive features based on jQuery, which saw increased traffic and increased conversion for specific search phrases.
- Produced landing pages and banner ads to promote in-house product review videos hosted on YouTube for better cross-site traffic and conversion on the retail site.

Customer Service/Web Content Specialist

July 2005

- Focused on increasing customer service by finding creative and fair solutions to customer needs during the early stages of e-commerce growth.
- Created the retail website’s first marketing campaigns, including weekly email campaigns to promote marketing, merchandising and revenue growth.
- Spearheaded first substantial redesigns of christysports.com and its store, rental and patio subdomains to include enhanced UX and streamlined customer flow to conversion.

EDUCATION

The Art Institute of Colorado, Denver, CO
Bachelor of Arts, Interactive Media Design

Graduated, September 2006

References & letters of recommendation available upon request

PROFICIENCIES

Design:

Illustrator

Photoshop

XD

Sketch/Figma

Development:

HTML5/CSS3

RWD

jQuery

JavaScript

php/MySQL

IDE:

Dreamweaver

VS Code

Brackets

CMS:

WordPress

Salesforce CC

LAMP ck-editor

Google Tag Manager

Media:

Lightroom

Premiere

After Effects