Jamey Miller

Charlotte, NC • jamey@jameymillerdesign.com • (540) 238-8366
Portfolio: JameyMillerDesign.com

Responsive Web Design | UX/UI Design | Adobe Creative Suite

PROFESSIONAL SUMMARY

Over 10 years of experience in web design and graphic design, specializing in responsive web development and visual content creation. Proven track record in launching and optimizing multiple high-performance websites, boosting user engagement and lead conversions. Expertise in utilizing Adobe Creative Suite and optimizing workflows to achieve strategic business objectives.

- Revamped four franchise lead-generation websites, increasing lead conversions significantly.
- Transformed two outdated e-commerce sites to Shopify stores, generating significant sales within the first six months.
- Implemented HubSpot CRM, automating marketing and increasing qualified leads 2-3x through targeted ad campaigns.

AREAS OF EXPERTISE

Responsive Web Design | UX/UI Design | Adobe Creative Suite | HTML & CSS | Graphic Design | WordPress | Webflow | Bootstrap
Digital Marketing | Content Creation | Search Engine Optimization (SEO) | HubSpot CRM | e-Commerce Development | Shopify
Email Marketing | Google Analytics | Adobe Photoshop | Branding | Web Development | User Experience (UX) | Automation

PROFESSIONAL EXPERIENCE

Owner/Designer, (Freelance)   **Jul 2009 - Present**
Jamey Miller Design, - Roanoke, VA

- Founded and scaled a freelance design business, delivering 150+ custom websites and branding packages for clients across diverse industries.
- Increased client engagement by 40% through strategic UX/UI design and tailored branding solutions aligned with market trends.
- Maintained a 98% client satisfaction rate, fostering long-term relationships and securing repeat business from 60%+ of clients.
- Reduced average project turnaround time by 35% by streamlining design workflows and implementing efficient content management systems.
- Boosted a client's visibility by achieving top 3 Google rankings for 30+ service-specific pages, driving measurable growth in web traffic and lead generation.

Web Design Manager   **December 2022 – August 2025**
HomeFront Brands – Huntersville, NC

- Revamped 6 websites (4 franchise lead-gen and 2 flagship consumer sites), improving UX/UI and increasing lead conversion rates by 35%.
- Actively involved in the end-to-end launch of 7 new brand websites, ensuring full alignment with marketing goals and brand identity.
- Managed and optimized 14 active websites, maintaining 99.9% uptime and improving page load speed by 40% through performance enhancements.
- Created and published hundreds of location- and service-specific pages, boosting SEO visibility and supporting multi-state franchise growth.
- Streamlined web content workflows, reducing update turnaround time by 30% and improving cross-team collaboration.
- Produced graphic assets for digital campaigns and social media, contributing to a 25% increase in engagement across all five brands.

Marketing Director   **October 2021 – November 2022**
Austin Canvas & Awning – Charlotte, NC
- Directed marketing strategy and rebranding for 5 companies, delivering new websites, branding, and collateral within 6 months.
- Migrated 2 e-commerce sites from WooCommerce to Shopify, generating $600+ per sale after two years of inactivity.
- Rebuilt 3 lead-generation websites, improving conversion rates by 40% through optimized funnels and targeted messaging.
- Implemented HubSpot CRM and chat feature for Aluma-Shield.com, automating follow-ups and increasing qualified leads by 2–3x.
- Launched targeted Google Ads campaigns and optimized landing pages, resulting in a 50% increase in lead quality.

Web & Graphic Designer   **October 2017 – August 2021**
Klik Marketing – Charlotte, NC
- Designed and maintained 30+ client websites using WordPress and Shopify, supporting startups, nonprofits, and enterprise clients.
- Delivered responsive UX/UI designs and integrated plugins, improving user engagement and reducing bounce rates by 20%.
- Created branded digital and print assets, enhancing client visibility and contributing to 15% growth in campaign ROI.
- Executed email marketing campaigns that increased client lead generation by 25% using platforms like Mailchimp and Constant Contact.
- Collaborated directly with clients to ensure project alignment, achieving a 95% client satisfaction rate.

Web & Graphic Designer   **September 2014 – September 2015**
C Media Company – Roanoke, VA
- Designed and developed 10+ responsive websites using WordPress and Bootstrap HTML/CSS, improving mobile usability by 40%.
- Produced cohesive graphic design assets for digital and print media, supporting consistent branding across all client channels.
- Improved website performance and usability through clean coding practices, reducing page load times by 35%.
- Delivered client presentations and design concepts, achieving high approval rate on first-round mockups.
- Enhanced user experience and brand consistency through photo editing and content optimization.

EDUCATION

Graphic and Web Design, Digital Media Studies
School of Communication Arts - Raleigh, NC

TECHNICAL PROFICIENCIES

WordPress Development | Shopify Customization | Webflow | Adobe Illustrator | HTML/CSS Coding | JavaScript | PHP
Bootstrap Framework | Adobe Photoshop | Google Ads Management | HubSpot CRM Integration | SEO Tools | Google Analytics |
Email Campaign Platforms | Social Media Management | E-commerce Solutions | Video Editing Software