Edward Davis, Designer/Developer

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Experience

Northside Hospital, Senior Web Designer/Developer
September 2022 – Present

- Led the **design, development, and optimization** of the Northside Hospital corporate website, provider directory, and a network of **140+ physician practice sites**, ensuring brand consistency and accessibility compliance.

- **Implemented UX and SEO strategies** that increased organic visibility, reduced bounce rates, and improved mobile engagement across key service-line pages.

- **Partnered with Marketing, IT, and Clinical teams** to deliver accessible digital experiences, improving cross-department efficiency and aligning design standards system-wide.

SoundMind Mental Health App, Web/UX Designer
May 2022 – July 2022

- Designed and developed an **interactive analytics dashboard** enabling HR and management to monitor team wellness and productivity trends.

- Created **wireframes, prototypes, and user flows** in Figma to refine user journeys and improve data visualization clarity.

Stomadent Dental, Digital Designer
Feb 2018 – Jan 2021

- Oversaw all **visual brand development, digital campaigns, and creative direction**, ensuring brand cohesion across print, web, and social media.

- **Developed data-driven digital strategies** that raised brand awareness and increased qualified leads by 45% through optimized ad and landing page design.

EDS, Web & Graphic Designer
Jan 2009 – Dec 2017

- Designed and developed **custom client websites** using HTML, CSS, JavaScript, and CMS platforms such as **WordPress, Sitefinity, Drupal, WIX, and Shopify**.

- Produced **branding materials and marketing collateral** to support local businesses and organizations, strengthening client engagement and retention.

Education

Kennesaw State University
Bachelor of Science in
Interactive Design
(Aug 2017 – May 2022)

Skills

UI/UX
Web Design/Development
HTML, CSS, JavaScript
Accessibility (WCAG 2.0)
Wireframing
Prototyping
Storyboarding
User Research
Usability Testing
Branding

Tools

Adobe Creative Cloud (PS, AI, XD, ID)
Figma
Miro
Principle
Affinity Designer
Web CMS (WordPress, Sitefinity, WIX, Shopify)
Google Analytics
Microsoft Office