

KEVIN EDWARDS

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SUMMARY

Results-driven eCommerce and web design professional with 5+ years of experience across merchandising, Shopify, front-end design, and digital marketing. Skilled in HTML, CSS, and JavaScript with a strong track record of optimizing user experience and driving growth. Proven ability to lead cross-functional initiatives and streamline operations.

WORK EXPERIENCE

Digital Content Admin/Web Designer, Todd Snyder

June 2022 - Present

- Optimize mobile & desktop UX with responsive HTML & CSS, increasing site speed by 10%.
- Partner with marketing teams to A/B test content, analyze KPIs, and improve conversion rates.
- Drove the start up of online Made-to-Measure bookings, increasing sales by 20%.
- Troubleshoot front-end bugs in production environments within Shopify.

Web Designer/Email Specialist, My.Suit

June 2021 - April 2022

- Developed HTML email newsletters, improving open rates by 18% through personalized campaigns.
- Designed and compressed pages with HTML, CSS & JavaScript driving a 12% increase in site speed.
- Collaborated with development teams to ensure timely publication of new site content.

Graphic/Web Designer, The Glass Underground

March 2020 - March 2021

- Managed the UX layout and organized promotional flows to increase online sales by 15%.
- Developed branded content for email and social channels using Canva and Adobe Creative Suite.
- Composed product copy aligned tailored to a specific audience.

Digital Content/Marketing Intern, AboveMax Basketball

Jan 2020 - March 2020

- Managed visual and structural updates for WordPress-based DTC storefronts.
- Created platform-specific content calendars across Instagram, Twitter, and Facebook using Hootsuite.
- Assessed and adapted strategies using user engagement data.

Graphic Design/Marketing Intern, Ramapo College Athletics

Sept 2019 - Dec 2019

- Worked effectively with various teams to drive traffic to sporting events.
 - Designed and monitored social media posts for the athletics department, boosting engagement rates by 7%.
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EDUCATION

BA in Contemporary Arts, Design & Marketing

Sep 2015 - Dec 2019

Ramapo College of New Jersey

- Focus in Web Design, Graphic Design, UX/UI Design, Publication Design, Branding and Marketing.
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TECHNICAL SKILLS

CMS & eCommerce Platforms: Shopify, SquareSpace, WordPress

Design & Prototyping: Figma, Photoshop, Illustrator, Adobe XD

Front-End Development: HTML, CSS, JavaScript, Bootstrap, CSS Grid, Flexbox, React.JS

Email & Marketing Tools: MailChimp, Klayvio, Google Analytics, SEO Optimization

Version Control & Workflow: A/B Testing, KPIs, GitHub

Accessibility: WCAG Guidelines

PERSONAL INTERESTS

Basketball, Track & Field, Fitness, Coding, Content Creation, Art, Music, Fashion, Comedy and Horror Films