

# SHAWN ANNIS

## WEB DEVELOPER · WORDPRESS EXPERT · UI/UX DESIGNER

(607) 382-8449 | shawnannis@yahoo.com | linkedin.com/in/shawnannis | www.shawnannis.com

*Versatile and results-driven professional combining a strong artistic background with advanced programming skills to deliver innovative digital solutions. Adept at solving complex problems through creativity, technical expertise, and strategic thinking. Highly detail-oriented, analytical, and self-motivated, with proven ability to thrive independently or in collaborative team environments.*

### RELEVANT WORK EXPERIENCE

#### FREELANCE WEB DEVELOPER - 2017 – 2025

**Shawn Annis** - Rochester, NY

- Conceived visually engaging websites as a freelance web developer, specializing in front-end development and user experience utilizing Figma for design.
- Delivered 20+ projects that increased client engagement by an average of 35% across all platforms.

#### WORDPRESS DIVI DEVELOPER - 2022 – 2023

**Cazbah** -Victor, NY

- Managed 100% of tasks assigned to the development team by the marketing team, while reducing average completion deadlines by 90%.
- Migrated, rebuilt, and redesigned new client websites to WordPress with Divi.
- Streamlined communication between programming and marketing teams as the primary technical liaison.
- Developed innovative digital solutions to complex problems through creative vision and technical expertise.
- Rectified continuity and display issues and improved page load times by 50% or more while overseeing 250+ client websites.
- Identified website issues with websites that made it difficult to find information, complete tasks, and effectively use.

#### DRUPAL DEVELOPER - 2021 – 2022

**University of Rochester** - Rochester, NY

- Spearheaded the comprehensive redesign and migration of a large-scale university website to the latest Drupal version, resulting in a 40% increase in site speed and elevating user satisfaction scores by 25%.
- Revamped website flows and navigation menus, reducing the frequency of misdirected customer service queries by 30% and increasing traffic to previously neglected pages.

#### WEB CONTENT SPECIALIST - 2018 – 2020

**Kodak Alaris** - Rochester, NY

- Produced new page designs and development for large International corporate website translated into 20+ languages.
- Developed and published 100+ web pages, articles, and case studies within an enterprise-level content management system.
- Streamlined product information updates that improved team efficiency in content delivery by 40%.

#### SENIOR WEB DEVELOPER - 2016 – 2018

**equaTEK Interactive** - East Rochester, NY

- Created detailed sitemaps, wireframes, and prototypes, along with design and development, SEO, UX/UI, and digital/email marketing for 50+ projects
- Led design discussions with clients and enhanced collaboration among team members throughout project lifecycles.
- Enhanced brand visual identity through artistic direction in graphic design and photography combined with programming expertise.

### KEY SKILLS

**FRONT-END:** HTML5, CSS3, JavaScript, React, Next.js, Tailwind, Bootstrap, jQuery, TypeScript, HTMX

**BACK-END/CMS:** WordPress, Divi, Elementor, Gutenberg, Drupal, PHP, WooCommerce, MailChimp, MySQL, MongoDB, Sanity

**DESIGN:** Figma, Adobe Photoshop, Illustrator, DaVinci Resolve, UX/UI Design

**TOOLS/OTHER:** Git, GitHub, JSON/REST APIs, Node.js, Lit, Python, Generative AI, Photography

## EDUCATION

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### MONROE COMMUNITY COLLEGE – Rochester, NY

#### *Associate of Science in Computer Information Systems, Summa Cum Laude (3.94) - 2013 – 2014*

- Courses: Website Programming & Design, Database Concepts, Systems Analysis & Design, Networking, Advanced JAVA Programming, Technical Writing, A+ PC Repair & Operating Systems, Technology and Values, Statistics
- Experience: HTML5, CSS3, JavaScript, UI/UX, Visual Basic, C#, MySQL

### EMPIRE STATE COLLEGE – Rochester, NY

#### *Bachelor of Fine Arts in Painting, Photography & Graphic Design, Magna Cum Laude (3.89) - 2007 – 2009*

- Courses: Website Design, Business Management, Advanced Painting, University Physics, Calculus, Portrait Photography, Nature Photography, Portfolio Development
- Experience: HTML5, CSS3, Photoshop, Illustrator, InDesign, Dreamweaver

### UNIVERSITY AT BUFFALO – Buffalo, NY

#### *Fine Arts - 2003 – 2005*

- Courses: Figure Drawing III, Figure Sculpture, Printmaking, Digital Photography, Architectural Drawing, Technical Drawing
- Experience: Photoshop, Illustrator

### ALFRED STATE COLLEGE – Alfred, NY

#### *Associate of Applied Science in Liberal Arts & Sciences - 2001 – 2003*

- Courses: Human Psychology, Abnormal Psychology, Fundamentals of Drawing, Computer Art and Design, Art History I and II, 2D and 3D Design, Animation, Advanced Algebra, Trigonometry
- Experience: Photoshop, Maya

## PROFESSIONAL CERTIFICATIONS & ACHIEVEMENTS

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- **GENERATIVE AI: APPLICATIONS** (IBM 2025) – Learn AI capabilities and models including large language models (LLMs)
- **GENERATIVE AI: PROMPT ENGINEERING** (IBM 2025) – Concept, relevance, and best practices for more accurate results
- **META FRONT END DEVELOPER** (META 2024) – Develop interactive experiences using HTML, CSS, JavaScript, and React
- **ADVANCED REACT** (META 2024) – Create robust and reusable components with advanced techniques
- **UX/UI DESIGN** (META 2024) – Recognize successful UX UI and evaluate existing interfaces for design consistency and quality
- **HTML AND CSS IN DEPTH** (Meta 2024) – Responsive website design with HTML, CSS, and Bootstrap
- **PROGRAMMING WITH JAVASCRIPT** (Meta 2024) – Web development concepts with JavaScript, Jest, and Node.js
- **VERSION CONTROL** (Meta 2024) – Implement Version Control systems using Git and GitHub
  
- Gallery exhibition of selected works at the Memorial Art Gallery in Rochester, NY
- **BEST OF SHOW** – Alfred State College Art Show for pencil drawing on paper
- **HONORABLE MENTION** – Alfred State College Art Show acrylic painting on canvas
- **BEST OF SHOW** – Hornell High School Art Show for acrylic painting on paper