Garrison Williams

Atlanta, GA
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504.666.4552

FRONT-END DEVELOPER + UI/UX DESIGNER

Versatile Front-End Developer and UI/UX Designer with 15+ years of experience leading digital product lifecycles, responsive web development, and digital marketing systems. Translates complex business requirements into intuitive user interfaces and scalable code using HTML5, CSS3, JavaScript, Liquid, and modern CMS architectures. Proven track record directing cross-functional teams, configuring enterprise e-commerce integrations, and delivering conversion-driven user experiences.

TECHNICAL PROFICIENCIES

- **Front-End Development:** HTML5, CSS3, JavaScript, jQuery, Liquid, PHP, MySQL, Responsive Web Architecture
- **CMS & E-Commerce:** Shopify, WordPress, Adobe Commerce (Magento), Joomla
- **UI/UX & Product Design:** Wireframing, High-Fidelity Prototyping, Information Architecture, User Flows, Usability Testing
- **Design & Creative:** Adobe Creative Cloud, Visual Identity, Digital Asset Production, Print Layout
- **Workflow & Infrastructure:** Project Management, REST API Integration, Server Configuration, Systems Maintenance, Technical QA

PORTFOLIO

garrisonbennett.me

PROFESSIONAL EXPERIENCE

Front-end Website Developer & UI/UX Designer, Graphic Designer — Freelance | Atlanta, GA + Remote (US)

March 2020 - Present

- Engineered and deployed responsive web and e-commerce platforms (Shopify, WordPress, Magento, Joomla) across 8+ industries with strict cross-browser and mobile performance standards.
- Directed the end-to-end UI/UX lifecycle from stakeholder research and wireframing to interactive prototypes for web and application products.
- Configured custom third-party integrations and REST APIs (CRM, automated email marketing) to streamline operations and client data pipelines.
- Partnered with digital marketing agencies to build high-converting landing pages, interactive display ad campaigns, and responsive HTML email templates.

- Produced cross-platform visual identity systems, promotional collateral, and multimedia assets to maintain multi-channel brand consistency.

Creative Director, Front-End Developer & UI/UX Designer — Inspired Divine Creative | New Orleans, LA
June 2005 - March 2020

- Led creative direction and digital product strategy for all client web, mobile, and software applications.
- Designed end-to-end user journeys, establishing information architecture through user flows, wireframes, component design systems, and functional prototypes.
- Led a multidisciplinary development and design team, managing concurrent project sprints, QA protocols, budgets, and launch timelines.
- Engineered custom CMS solutions across WordPress, Shopify, Magento, and Joomla, authoring custom themes and front-end code (HTML, CSS, jQuery).
- Managed web application environments, MySQL databases, security hardening, and regular core system migrations.
- Integrated external business platforms, including ERP systems, payment gateways, and custom API endpoints.
- Directed full-scope visual communications, delivering brand identity systems, publication layouts, packaging, and commercial print collateral.

APPRENTICESHIP

Art Department and Post Production Assistant — ZERO Pictures | Los Angeles, CA
April 1997 - January 2000

- Delivered graphic design and visual assets for art and editing departments across independent film productions under strict production deadlines.
- Supported production and camera crews with on-set technical coordination and supplemental footage capture.

EDUCATION

Loyola University — New Orleans, LA
Coursework in Communications and Visual Arts
1994 - 1996