

Leonard Herndon

Professional Summary

Creative and results-driven Web Design Manager with over 10 years of experience in designing, developing, and managing high-performing websites and applications. Proven track record of leading cross-functional teams, optimizing web processes, and delivering innovative solutions that drive user engagement and revenue growth. Passionate about mentoring, developing talent, process optimization, and workflow automation. Committed to fostering a collaborative and inclusive work environment.

Key Accomplishments

Process and Workflow Automation: Streamlined and automated various web development and design processes, significantly reducing project timelines and resource requirements.

Revenue Growth: Leveraged innovative design and development techniques to increase revenue and user engagement across multiple projects and clients.

Team Leadership: Mentored and managed teams of developers, designers, and support professionals, promoting skill development and a collaborative work environment.

Work History

Web Design Manager

Pragmatic Institute - Scottsdale, AZ

September 2019 to November 2022

- Led a team of web designers and developers in the design and implementation of complex websites and web applications.
- Led the redesign of company's website resulting in a 10% increase in website traffic and a 9.5% increase in user engagement.
- Collaborated with cross-functional teams to define and deliver high-quality web design solutions that meet business objectives.
- Conducted user research and usability testing to inform the design process and improve user experience.
- Mentored junior team members in best practices for design and web development.
- Managed the web design budget and timelines, ensuring projects were delivered on time and within budget constraints.
- Implemented web design standards and guidelines to ensure consistency and brand alignment across all digital touchpoints.

Interactive Developer & Project Manager

OH Partners - Phoenix, AZ

February 2017 to April 2019

- Full stack web developer responsible for end-to-end development of responsive and user-friendly websites.
- Trained staff members on internal web processes and Adobe Creative Suite optimization techniques for day-to-day activities.
- Reduced an 800-hour monthly project to an average of 150 hours monthly by locating inefficiencies and targeting processes. Resulting in \$97,500 in monthly savings.
- Engineered and produced a 6-camera live broadcast system for a global client pitch within 48 hours.

Senior Developer

Pixel Shogun - Phoenix, AZ

December 2011 to January 2017

- Developed BlackLight CMS, a platform for rapid deployment of customizable landing pages, streamlining the website creation process for clients.
- Developed a website management tool to allow clients to register domains and launch templated e-commerce sites with no development skills necessary.

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- Developed an online customer service platform that improved support efficiency and accessibility for subscription model website clients.
- Utilized BlackLight CMS to increase revenue by 4250% over 2 years.
- Worked with our Advertising Partners to create high converting landing/sales pages.
- Trained, mentored and managed a team of 10 developers, designers and support professionals.

Lead Designer

Direct Inbound - Tempe, AZ

May 2011 to March 2012

- Worked with marketing managers, content writers, and company owners on a daily basis to design high converting lead generation pages.
- Oversaw project timelines and quality standards, ensuring timely completion and adherence to client expectations.
- Designed and developed over 300 lead generation pages and related media assets, collaborating closely with marketing managers, content writers, and company owners.
- Converted PSD designs into pixel-perfect, responsive, and fully functional websites, ensuring optimal viewing and interaction experiences across various devices and platforms.

Skills & Education

Bachelor's in Game Development

Collins College - Tempe, AZ

Technical Skills:

- Web Development: HTML5, CSS, JavaScript, PHP, C#, React, Webflow
- Content Management Systems: WordPress, BlackLight CMS, Drupal
- Software: Adobe Creative Suite

Soft Skills:

- Project Management
- Team Leadership
- Cross-functional Collaboration
- User Experience Design
- Adaptability
- Decision-Making

Portfolio

- [Portfolio](https://tinyurl.com/ycc38prn) (<https://tinyurl.com/ycc38prn>)
- Elev8 Photography (<https://elev8.photography>)
- Pragmatic Institute (<https://pragmaticinstitute.com>)
- Gila River Hotels & Casinos (<https://playatgila.com>)