

# OLIVIA DURR

Designer & Developer

## CONTACT

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## EDUCATION

Kutztown University  
of Pennsylvania, Kutztown, PA  
BFA in Communication Design

## SOFTWARE

Adobe Create Suite

Figma

HTML/CSS

JavaScript

Sass/SCSS

HubSpot/HubL

## SKILLS

UX/UI Design

Front-End Development

Typography & Layout

Brand Identity Design

A/B Testing Collaboration

Conversion-Focused Design

Accessibility (WCAG)

## CERTIFICATIONS

HubSpot CMS for Developers | HubSpot

Growth Driven Design | HubSpot

Marketing Hub

Implementation | HubSpot

Sales Hub

Implementation | HubSpot

HubSpot Reporting | HubSpot

Marketing Hub Software | HubSpot

HubSpot Inbound Certification | HubSpot

## HONORS & AWARDS

AIGA Flux Student Design  
Competition, Finalist

KUCD Interactive Award Recipient

Adobe Awards, Semi-finalist

## WORK EXPERIENCE

Yes& Beacon | Remote

Web Developer & Designer | May 2022 – March 2025

- Designed and developed custom HubSpot CMS themes and emails, ensuring scalable, accessible, and user-friendly solutions aligned with client goals.
- Led technical discovery sessions and collaborated cross-functionally with designers, project managers, and account teams to translate business objectives into effective digital strategies.
- Refined the company's starter theme to meet WCAG A11Y accessibility standards, setting a new benchmark for future builds.
- Developed custom HTML, CSS, and JavaScript modules to deliver tailored client solutions, technical objectives, and enhance user experience.
- Managed the development and optimization of 30+ client websites, consistently delivering high-quality, data-driven digital experiences.

Freelance | Remote

Freelance Web Designer & Developer | June 2014 – Present

- Designed and deployed branded websites, focusing on UX optimization and responsive design.
- Delivered end-to-end CMS implementations for small businesses using HubSpot.
- Created branding suites, including logos, typography, and visual identities, to enhance brand presence.
- Worked directly with stakeholders to align brand voice across touch points (web, email, print).
- Produced print and digital promotional materials for clients, ensuring cohesive branding.

HEEDGROUP | Remote

Creative Technologist & Designer | April 2021 – May 2022

- Developed and optimized client websites using user journey mapping and UX best practices to drive conversions.
- Translated client goals into technical solutions leveraging modern design systems and CMS platforms.
- Developed performance-optimized websites and supported marketing campaigns across digital channels.
- Delivered comprehensive branding suites and designed marketing collateral to support ongoing campaigns.
- Mentored interns and contributed to team growth through guidance in digital design and strategy.

JC Consulting | Remote

Associate Graphic & Web Designer | June 2020 – March 2021

- Updated existing email templates to align with refreshed branding, ensuring consistency across digital communications.
- Collaborated with developers to update and maintain website UI/UX, improving front-end and back-end performance.
- Enhanced the client-facing user experience, integrating modern web technologies and CMS solutions.

Kutztown University of Pennsylvania | Kutztown, PA

Coding Tutor, Communication Design Department | January 2020 – May 2020

- Provided one-on-one and group tutoring to students.
- Helped students refine their understanding of HTML, CSS and web development principles.

Graphic Designer, College of Business | March 2018 – May 2020

- Led a design team to create brochures, posters, infographics, and magazine layouts.
- Spearheaded the redesign of departmental materials to align with updated university branding.
- Designed a quarterly 32-page magazine, distributed to students, faculty, and alumni.