

Hello. I'm Kyle Glidewell.



Website.

kyleglidewell.design

My Profile

I'm a designer with a passion for clean, user-focused experiences and a strong track record in E-Commerce. Skilled in Figma, HTML, CSS, Adobe Creative Suite, and Product Design, I create websites that not only look great but convert. From leading full site overhauls to running UX research interviews, I bring a practical, collaborative approach to every project.

Phone.

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Address.

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My Work Experience

Freelance Web Designer & Marketing Specialist | *Dec 2024 - Current* | Allegra Learning Solutions, San Diego, CA
Education E-Commerce, B2C Course Sales, WordPress, WooCommerce

- Design and maintain responsive WordPress and WooCommerce web pages, landing pages, and course content for an online education business.
- Support B2C course marketing with SEO-focused content, UX improvements, responsive layouts, and conversion-oriented calls to action.
- Create digital marketing materials and use GA4, Google Analytics, and website performance data to guide page updates and optimization.
- Update and maintain online courses, certificate pages, and user-facing content to support accreditation standards and learner experience.

Web Designer | *Jan 2025 - Aug 2025* | DealerOn, Derwood, MD

Agency Experience | Automotive, B2B and B2C Dealership Websites using Bootstrap and SaaS-style CMS Platform

- Produced 10-15 responsive web pages per day in DealerOn's proprietary CMS using custom HTML, CSS, JavaScript, and Bootstrap.
- Contributed to 300+ pages monthly while maintaining a 98% on-time delivery rate across high-volume automotive dealership projects.
- Managed 8-10 dealership projects at a time, supporting automotive clients, B2C lead generation pages, and brand-consistent website updates.
- Collaborated with developers and marketing teams to implement UX/UI improvements, increasing lead conversion rates for dealership clients.
- Optimized pages for mobile responsiveness, SEO best practices, fast load times, and conversion-focused user flows.

Web Designer II | *Sep 2022 - Dec 2024* | Community Brands, St. Petersburg, Florida

Agency Experience | B2B and B2C Websites using Bootstrap and SaaS-style CMS Platform

- Designed and developed 50+ fully responsive client websites across many different industries including industrial, legal, HR, healthcare, education, and nonprofit, from the ground up using HTML, CSS, JavaScript, and proprietary CMS tools.
- Created custom web layouts and branded interfaces in Adobe Creative Suite, aligning designs with brand standards, usability goals, and scalable site structure.
- Collaborated with clients, Marketing, Development, Social Media, and internal creative teams to refine content, integrate campaign assets, and launch user-focused websites.
- Improved user experience through intuitive navigation, mobile-first layouts, user-centric design principles, and UI enhancements across agency-style website builds.

E-Commerce Specialist | *Feb 2019 - Aug 2022* | VIP Distributing, St. Louis, Missouri

B2C and B2B E-Commerce | Automotive, Shopify, Wordpress, Content Marketing

- Managed daily website updates, landing pages, product listings, and marketing-driven content for automotive aftermarket eCommerce campaigns.
- Collaborated with Marketing, Sales, Product, Social Media, and Videography teams to coordinate product launches, promotional campaigns, and conversion-focused content.
- Used Google Analytics, DriveCentric, and Monday.com to track performance, manage projects, and coordinate campaign execution.
- Increased online revenue 300% year over year to exceed \$400K in 2022 and delivered 200K+ organic sessions through SEO and content optimization.
- Earned the Top Dog award in Nov 2021 for employee excellence and cross-functional impact.

E-Commerce Manager | *August 2018 - January 2019* | Diode Dynamics, Earth City, MO

B2C and B2B E-Commerce | Automotive, Magento, Product Launches

- Managed day-to-day Magento eCommerce operations, including product listings, content updates, merchandising, and performance optimization.
- Partnered with marketing and department leaders to support product releases, sales goals, and improved site experience.
- Developed and launched SEO-focused landing pages to increase traffic, engagement, and visibility for collection pages.

Web Designer | *May 2016 - Jul 2018* | VIP Distributing, St. Louis, Missouri

Automotive Bootstrap Responsive Websites

- Led front-end development for 5 complete responsive websites using HTML, CSS, and Bootstrap to improve usability and engagement.
- Partnered with Marketing, Social Media, and Videography teams to create campaign pages, product content, and branded digital assets.
- Managed multiple website projects from concept to launch, ensuring on-time delivery while following responsive design and performance best practices.

Education & Certification

Bachelor of Science, Information Technology | University of Phoenix | 2013 - 2017

Product Design Certification | Dribbble | Oct 2022 - Feb 2023

Technical Skills

Technical Skills: HTML, CSS, JavaScript, Bootstrap, Front-End Development, Web Design, Responsive Web Design, UX/UI Design, E-Commerce Development, CMS Management, Landing Page Design, Conversion Optimization, SEO, Mobile User Experience, User Experience Research, Usability Testing, Prototyping, Wireframes, Digital Design, Agency Experience, Front-End Development, B2B, B2C

Software and Platforms: WordPress, WooCommerce, Shopify, Magento, Wix, OpenCart, DealerOn Proprietary CMS, Community Brands Proprietary CMS, Figma, Adobe Creative Suite, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Dreamweaver, GA4, Google Analytics, Salesforce, Jira, Monday.com, Mailchimp, Slack, Jotform, DriveCentric

Professional References

Contacts available upon request.

Jason Prott | Marketing Manager | VIP Distributing | St. Louis, Missouri

Noah Hensley | Product Manager | TeamDynamix | Columbus, Ohio

Kyle Gordon | Senior Web Designer | Momentive Software | Austin, Texas