

Loren Leon

Web & Graphic Designer | App Developer

Email: info@lorenleon.com

Website: www.lorenleon.com

Skills & Expertise

- Web Design (Html5/Css, WordPress, Squarespace, WIX, Shopify)
- Mobile App Development (Xcode, SwiftUI)
- Branding & UI/UX Design
- E-Commerce Website Development
- SEO Optimization & Website Maintenance
- Graphic Design (Adobe Photoshop & Illustrator)

Professional Experience

Web & Graphic Designer

Birmingham Entertainment | *May 2012 – Present (12 years 10 months)*

- Designed and developed **visually engaging websites** tailored to Artists needs.
- Provided **ongoing website maintenance** and tech support for multiple websites.
- Created **custom graphics, branding materials, and UI/UX designs** for various projects.

Freelance Designer & Co-Founder

GRAPHIXVILLE | *Ongoing*

- Built a **successful freelance business**, offering web design, branding, and app development services.
- Developed and launched **mobile applications** using SwiftUI, focusing on **intuitive design and functionality**.
- Designed and optimized **e-commerce websites**, ensuring high **performance and user experience**.
- Provided **SEO optimization and security maintenance** for multiple clients.

Website Maintenance & Updates (Current Clients)

Currently manage website maintenance and updates for 10+ businesses, including:

- robynrhodes.com
- jesseandco.com
- elite1s.com
- breathewh.com
- blueplanet4kids.com
- bhammentertainment.com
- thesaltandsaunasanctuary.com
- thephotobiographer.com
- dotsandlinesworld.com
- joycelesterministries.org
- itecaudio.com
- advocatesofchange.org
- mjestergroup.com
- authorherstinewright.com
- operationputitback.org
- jlchristiancounseling.com

Social Media Manager & Web Maintenance Specialist

South Beach Boxing | *Jan 2021 – Jan 2025 (4 years)*

- Managed **social media strategy, content creation, and engagement**, increasing brand awareness.
- Maintained and updated **company websites**, improving performance and SEO rankings.
- Performed **technical maintenance, security updates, and content management** to ensure seamless user experience.

Education

- **Montclair State University**
Fine Arts / Illustration / Web Design (1999 - 2001)
- **Bergen Community College**
Associate's Degree in Graphic Design / Illustration (1995 - 1999)

Notable Projects & Clients

- **Birmingham Entertainment** – Ongoing website design & branding for entertainment industry clients.
- **Elite1s.com** – Regular Ongoing updates & SEO optimization for e-commerce.
- **South Beach Boxing** – Managed social media & website maintenance/SEO for 4 years.

Let's Work Together!

I'm available for **freelance projects** in **web design, app development, branding, and SEO**. If **you need a creative, results-driven professional to bring your vision to life, let's connect!**



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