David Friedman

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Lead Web Designer · Webflow & WordPress Developer · UX/UI for Marketing Sites

SUMMARY

Lead web designer with 4+ years at a Chicago digital agency and a prior stint leading a web design team. I own marketing and booking sites from UX and Figma design through Webflow or WordPress build, SEO, QA, launch and post-launch care, and manage the client relationship throughout. Work spans hospitality, real estate, finance and technology, including an award-winning site. I also build with Claude Code and design AI-assisted workflows teams can maintain.

CORE SKILLS

Design: Figma, design systems, wireframing, information architecture, conversion-focused page structure, brand identity, Adobe Creative Suite

Build: Webflow (CMS, interactions, clean class structure), WordPress, HTML5, CSS, JavaScript, Git; PHP and MySQL for custom WordPress work

Quality & growth: SEO and answer engine optimization, WCAG accessibility, cross-browser QA, performance tuning, analytics-informed iteration

Leadership & delivery: Client management, team leadership, scoping and timelines, client training and handoff

AI: Claude Code for prototyping, documentation and automation; AI workflow design

EXPERIENCE

Lead Web Designer | 97 Switch, Chicago digital agency (remote)Sep 2022 – Present

- Lead design and development of Webflow and WordPress sites for small and mid-sized businesses across hospitality, real estate, finance, technology and food & beverage, from brief to launch and ongoing maintenance.
- **Hotel EMC2 (Chicago):** built the booking-first site for a boutique hotel within a digital program that reached #1 on TripAdvisor in Chicago (of 210 hotels), 1,800+ private event leads and a 10.2:1 ROI on direct revenue through Marriott Plus.
- **ROOF on theWit (Chicago):** redesigned the site for a rooftop bar; average engagement time rose 55% after launch, with a 10% year-over-year lift in conversions as part of the wider strategy.
- **Smash Virtual:** designed a cinematic site for Chicago's first virtual production studio; recognized with a Platinum dotCOMM Award (Web Excellence).
- **SideGigster:** created the brand and a conversion-focused site for a gig-economy affiliate program; 2,000+ enrollments in the first 90 days at a $3.30 cost per lead (full brand, web and paid program).
- **GSD Decisions:** rebuilt a Chicago real estate firm's site in Webflow, achieving A+ performance and SEO scores while showcasing a $1B+ portfolio.
- **CompTIA:** designed a Y2K-inspired theme and design system carried across three global conferences, and a mobile-first A+ landing page with custom motion graphics; second consecutive year creating the conference theme.
- Manage clients from requirements through QA, launch and training so non-technical teams can edit their own sites; build with Claude Code and design AI workflows for internal tools.

Founder and Designer | DBF Designs, Tampa, FL (freelance)Aug 2020 – Present

- Design and code responsive, optimized websites delivered on schedule for small-business clients.
- Develop complete brand identities, including logos, style guides and social media templates.
- Handle client acquisition, project flow and business development end to end.

Lead Web Designer | Succeeding Small, Colorado Springs, COFeb 2022 – May 2022

- Led the web design team at a small-business digital marketing agency, owning concept, design and execution for 40+ client sites, including Polar Bear Mechanical, EnviroDuct Cleaning and Hollander Clean.
- Ran best-practice web design training sessions for agency staff and clients.

EDUCATION

M.A., Web Design and Online Communication, University of Florida (Graduated with Distinction)Dec 2021
B.F.A., Musical Theatre, The Pennsylvania State UniversityMay 2019

ADDITIONAL

Professional actor and member of Actors' Equity Association; theatrical resume available on request.