

Conor Driscoll

Web Designer & Developer



Hello.

I am a designer & developer from Silicon Valley who now is calling Amsterdam my home. My goal is to travel and learn about as many subjects as possible. I consider myself a generalist who focuses on problem solving. I devour podcasts, books, & music. When I am not thinking about design, I am practicing the sport of Judo, playing bar trivia or working with the homeless.

Education

Academy of Art University

Master's Program ('12)
New Media Design

Saint Joseph's University

Bachelor's of Science ('03)
Psychology

Contact

driscoll66.com

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Experience

Designer, Developer & Media Lead

Dollamur Sports Surfaces - May 2012 - April 2015

Designed developed & implemented the website and digital marketing practices for Dollamur, the leading sports surface and mat company in the country. During my time as lead, site traffic & online sales increased by roughly 80%.

Developed Dollamur.com - a high powered eCommerce site that serves multiple audiences and industries.

Implemented a sales and CRM system using Magento content management to aid customer communication for the sales team.

Coordinated and collaborated with the IT team to integrate our front end system with Dynamics ERP.

Optimized organic marketing strategies to achieve number one position in sixteen of our top twenty keywords.

Created graphics and advertising materials for magazines, tradeshow, and sales pitches.

Oversaw Google Adwords, Analytics and Webmaster Tools, as well as the company's blog, news and social media accounts.

Freelance Designer / Developer

Primary - October 2010 - Present

Freelanced for several businesses, martial arts based & otherwise, who needed help with their web presence, design, development, eCommerce, graphics and print.

Skills & Proficiency

Web Design

UI Design
Info Architecture
Prototyping

Development

HTML/CSS/JS
jQuery, AJAX
eCommerce
SEO, CMS

Graphics & Media

Adobe CS
Digital Imaging
Photo/video editing
Motion Graphics