OLIVIA DURR

Designer & Developer

CONTACT

+1 908 307 7166
oliviadurrr@gmail.com
olivia-durr.com
linkedin.com/in/olivia-durr/

EDUCATION

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

SOFTWARE

HTML/CSS
Sass/SCSS
JavaScript
HubSpot/HubL
Adobe Creative Suite
Figma

SKILLS

Front-End Development
UX/UI Design
Creative Concepts
Typography
Brand Identity
Editorial Design & Layout

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

SUMMARY

Front-end developer & designer with 6+ years of professional experience, including 4+ years specializing in HubSpot CMS theme and module development. Currently seeking a full-time, remote front-end development role.

WORK EXPERIENCE

Trailblaze Marketing | Remote

Creative Technologist (Contract) | April 2026 – Present

- Develop and code HubSpot Content Hub websites, landing pages, and modules as the agency's core technical resource for client HubSpot CMS builds.
- Design and prototype web experiences in Figma, then build and maintain front-end implementations across a multi-CMS stack (HubSpot, Shopify, WordPress, and Wix) as client needs require.
- Led front-end development of Trailblaze's new company website and built the logic for a custom client assessment tool that route data into HubSpot.
- Support design production for client campaigns including landing pages, digital ad creative and content assets as a secondary focus alongside core development work.

Geonetric | Remote

Senior Web Designer & Developer | August 2025 – March 2026

- Developed and tested front-end templates for leading hospital and healthcare brands using HTML, CSS, and JavaScript, ensuring performance, usability, and cross-device consistency.
- Applied responsive design, UX best practices, and accessibility standards (WCAG) across all builds.
- Collaborated cross-functionally with strategy, development, and marketing teams to translate complex client goals into scalable digital solutions and design systems.
- Drove design innovation by researching emerging trends, refining internal processes, and sharing expertise through demos, presentations, and written content.

Independent Contractor / Freelance Web Designer & Developer | Remote

Freelance | June 2014 – Present

- Specializing in HubSpot CMS development since 2022, delivering custom themes and site builds for clients.
- Designed and deployed branded websites for small businesses, focusing on UX optimization, responsive design, and end-to-end HubSpot CMS implementation.
- Created branding suites — logos, typography, visual identity systems — and produced cohesive print and digital promotional materials for clients.

Yes& Beacon | Remote

Web Developer & Designer | May 2022 – March 2025

- Developed and coded custom HubSpot CMS themes using HTML, CSS, JavaScript, and HubL, building scalable, accessible, and user-friendly solutions aligned with client goals.
- Built custom front-end modules and components across 30+ client websites, consistently delivering high-quality, code-driven digital experiences.
- Implemented SEO best practices including metadata, redirects, and URL structuring to improve site visibility and performance.
- Led technical discovery sessions, collaborating with designers, project managers, and account teams to translate business objectives into technical specifications.

HEEDGROUP | Remote

Creative Technologist & Designer | April 2021 – May 2022

- Developed and coded client websites on modern CMS platforms, applying front-end UX best practices and user journey mapping to drive conversions.
- Translated client goals into technical solutions built on modern design systems and CMS platforms.
- Delivered branding suites and marketing collateral for client campaigns, and mentored interns on digital design and development strategy.