

OLIVIA DURR

Designer & Developer

CONTACT

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EDUCATION

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

SOFTWARE

Adobe Create Suite

HTML/CSS

Sass/SCSS

JavaScript

Figma

HubSpot/HubL

SKILLS

Creative Concepts

Typography

Brand Identity

UX/UI Design

Front-End Development

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

HONORS & AWARDS

AIGA Flux Student Design
Competition, Finalist

KUCD Interactive Award Recipient

WORK EXPERIENCE

Geonetric | Remote

Senior Web Designer & Developer | August 2025 – Present

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

Freelance | Remote

Freelance Web Designer & Developer | June 2014 – Present

- Designed and deployed branded websites, focusing on UX optimization and responsive design.
- Delivered end-to-end CMS implementations for small businesses using HubSpot.
- Created branding suites, including logos, typography, and visual identities, to enhance brand presence.
- Produced print and digital promotional materials for clients, ensuring cohesive branding.

Yes& Beacon | Remote

Web Developer & Designer | May 2022 – March 2025

- Designed and developed custom HubSpot CMS themes, ensuring scalable, accessible, and user-friendly solutions aligned with client goals.
- Led technical discovery sessions and collaborated cross-functionally with designers, project managers, and account teams to translate business objectives into effective digital strategies.
- Developed custom HTML, CSS, and JavaScript modules to deliver tailored client solutions and enhance user experience.
- Implemented SEO best practices including metadata, redirects, and URL structuring to improve site visibility and performance.
- Managed the development and optimization of 30+ client websites, consistently delivering high-quality, data-driven digital experiences.

HEEDGROUP | Remote

Creative Technologist & Designer | April 2021 – May 2022

- Developed and optimized client websites using user journey mapping and UX best practices to drive conversions.
- Translated client goals into technical solutions leveraging modern design systems and CMS platforms.
- Executed integrated marketing campaigns with custom visuals and conversion-focused landing pages.
- Delivered comprehensive branding suites and designed marketing collateral to support ongoing campaigns.
- Mentored interns and contributed to team growth through guidance in digital design and strategy.

JC Consulting | Remote

Associate Graphic & Web Designer | June 2020 – March 2021

- Assisted in creating compelling graphics and reports to support service offerings.
- Collaborated with developers to update and maintain website UI/UX, improving front-end and back-end performance.
- Enhanced the client-facing user experience, integrating modern web technologies and CMS solutions.