

Josh Palmer

Web Design Manager · UX Design · E-Commerce
jpalms1990@gmail.com · (614) 329-0313 · jpalmdesign.com · Pickerington, OH

PROFESSIONAL SUMMARY

UX-focused designer who grew from prepress production into web design and e-commerce platform ownership through initiative and self-direction. Led the end-to-end conversion of an internal print-on-demand platform into a fully branded web store for Coke Consolidated — managing UX, Figma wireframes, vendor coordination, and Punchout-to-Ariba integration — generating \$151K+ in revenue with 130% YoY growth. Brings systems thinking shaped by banking operations, cross-functional team management, and hands-on production experience.

CORE COMPETENCIES

- Information Architecture & User Flows
- UX Wireframing & Layout Planning (Figma)
- Design Systems & Template Scalability
- Conversion Rate Optimization & SEO
- E-Commerce Platform Management (WooCommerce)
- Front-End Development (HTML, CSS, JavaScript)
- Adobe Creative Suite (Illustrator, Photoshop, InDesign)
- Print Production, Prepress & QA Workflows

PROFESSIONAL EXPERIENCE

Nutis Press · January 2022 – Present

Web Design Manager · June 2023 – Present

- Consolidated platform conversion:** Promoted to Web Design Manager and led the end-to-end conversion of the company's web-to-print platform into a branded e-commerce store for Coke Consolidated. Created Figma wireframes, coordinated across external vendors (The Media Captain, TradeCentric, Ariba, CONA), and implemented Punchout-to-Ariba purchase order processing. Launched May 2024.
- UX redesign & growth:** Rebuilt information architecture, navigation, filtering, and checkout flows across 30+ page types. Collaborated with Consolidated's UX and Marketing team on brand compliance. Grew revenue 130% YoY (\$4,251 → \$9,763 avg/month) and scaled order volume 2.3x.
- SEO, catalog & operations:** Applied SEO across 400+ products, tracked order performance, pruned low-performing catalog items, processed orders, and managed ongoing artwork submissions through production.

Prepress Graphic Designer · January 2022 – June 2023

- Platform initiative:** Joined as a Prepress Designer learning digital, screen, and offset print methods. Independently identified UX gaps in the company's web-to-print platform and used available time to build templates and test platform features — directly contributing to the foundation that enabled the Consolidated conversion.
- Template library & QA:** Developed the product template library across multiple industries and established preflight procedures that reduced press-stage production errors.

Independent · **Freelance Graphic Designer** · August 2018 – Present

- Brand identity, digital advertising, and print collateral for small businesses and non-profits across retail, hospitality, and community sectors.

VCNB Bank · **Branch Manager** · November 2015 – September 2021

- Branch Transformation Team:** Analyzed and restructured bank-wide processes to help position a billion-dollar institution for growth — an early foundation in systems thinking and user-centered process design.
- Bank Management Program:** Built cross-functional understanding of 10–12 departments and led a 4-person team across operations, marketing, and compliance.

EDUCATION

B.A. Graphic Design · Southern New Hampshire University · 2020

B.A. History · Ohio University · 2014

TECHNICAL SKILLS

UX & Research: Figma, Wireframing, User Flows, Information Architecture, Design Systems, UX Audit, Conversion Optimization

Development & Platforms: HTML, CSS, JavaScript, WordPress, WooCommerce, SEO Optimization

Design & Production: Adobe Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Print Production, Prepress & Preflight