



# Lauren Wooten

Based in Houston, TX

Web designer and developer based in Houston, TX, with a passion for creating visually appealing and user-friendly designs. Experienced in managing multiple websites using WordPress and Elementor, ensuring responsive layouts, and optimizing SEO to boost traffic. Skilled in creating product catalogs, brochures, and designing effective social media ads, with a focus on enhancing brand presence and driving engagement. Growing proficiency in graphic design and branding. Eager to expand my creative skills and contribute to a dynamic team environment.

## Contact

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### Email

lo.minimalmethods@gmail.com

### GitHub

<https://github.com/Lorn12>

## Technical Skills

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### Design Software:

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere Pro, Canva (Beginner - Intermediate)

### Web & UI/UX Design:

Figma, Basic HTML, CSS, Javascript knowledge

### Video Production:

Beginner - Intermediate: Adobe Premiere Pro. Experience in creating personal lifestyle content and video game recordings for platforms like Instagram and TikTok.

### SEO & Digital Tools:

SEMrush, AIOSEO, Social Media Tools, AI Tools (ChatGPT, Midjourney, Gemini)

## Education

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**Udemy** - Graphic Design Masterclass

- (Ongoing)

**SheCodes** - Front End Development

- Certifications (Basics, Plus, Responsive, React)

**High School Diploma** - Cypress

- Springs High School

## Experience

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AUG 2022 - PRESENT

Grasp Visual | Houston, TX

### Web Design & Development (Multi-role)

- Manage and maintain multiple websites using WordPress, Elementor, and Godaddy.
- Enhance website responsiveness across multiple devices using custom CSS.
- Create digital marketing materials, from product catalogs to social media posts.
- Implemented SEO strategies and AI tools (ChatGPT, SEMrush) to boost traffic, improve search rankings, and drive organic growth. Conducted competitive analysis to identify opportunities and strengthen content positioning.
- Write and optimize blogs for SEO using AI-assisted content creation tools (Midjourney, ChatGPT, Blog Expert, Gemini).

FEB 2016 - AUG 2022

Houston Pain Specialists | Houston, TX

### Medical Assistant

- Managed patient chart setup, checking vitals, interviewing patients, medical record updates, typing physician's patient care plans, medication refills, phone calls, faxes, insurance authorizations, scheduling appointments, indexing, and cleaning duties.
- Collaborated daily with other medical assistants to improve the patient's office visit experience.
- Contributed to creating training guidelines for new employees and improving time management for charting.
- Received recognition for dependability, uplifting attitude, authenticity, and dedication to patient care.

Jun 2014 - Jan 2016

BareMinerals | Houston, TX

### Beauty Ambassador

- Started as Beauty Ambassador and moved to Key Holder position through successful selling and servicing.
- Motivated, inspired, and led the team to achieve personal and productivity goals.
- Managed week-to-date, month-to-date, and year-to-date sales and stretch goals.
- Acted as Boutique Manager in the absence of the Boutique Manager.