BETH
APPLEWHITE

WEB STRATEGY · DESIGN · DEVELOPMENT

Webflow Designer & Developer

Slidell, Louisiana · Remote | 504-908-9788 | beth@creativesolutions.design
Portfolio | LinkedIn

SUMMARY

Webflow designer and developer with four years of agency experience and independent client work across healthcare, SaaS, and service industries. I build clear, responsive sites that connect visual design, content strategy, UX, and search visibility, turning complex service offerings into intuitive page architecture and partnering with stakeholders from strategy through launch and maintenance.

SKILLS

WEBFLOW & DEVELOPMENT Webflow CMS · Components & Interactions · Responsive Development · HTML & CSS · JavaScript (working knowledge) · Memberstack

DESIGN & UX Figma · UX & Information Architecture · Mobile-First Design · Adobe Photoshop & Illustrator

SEO & ANALYTICS On-Page SEO · Content Strategy · Google Analytics & Search Console · Semrush · Screaming Frog · Lighthouse · Microsoft Clarity · Hotjar

TOOLS & PLATFORMS Slack · Wrike · Mailchimp · WordPress · Shopify · Squarespace · Wix

EXPERIENCE

Founder & Webflow Designer/Developer **2025 – Present**

Creative Solutions Web & Graphic Design, LLC · Remote

- Design and build responsive Webflow sites end to end, from discovery and content structure through launch and ongoing updates.
- Shape site architecture, messaging, calls to action, and on-page SEO around each audience, with a focus on clear conversion paths.
- Audit and improve existing sites for usability, SEO, and performance alongside new builds.
- Independently manage client communication, revisions, CMS setup, and maintenance for clients in healthcare, SaaS, solar, elevator services, and hospitality.

Web Designer / Webflow Developer **May 2021 – April 2025**

TrackableMed · Agency · Remote / Hybrid

- Designed and developed websites for clients in healthcare, medical technology, medical waste, lawn care, flooring, dispensaries, and consumer products.
- Worked across design, content strategy, Webflow implementation, responsive QA, and SEO in close collaboration with agency teams and clients.
- Analyzed and improved live client sites for search visibility, conversion, and performance, building hands-on experience in analytics and iterative optimization.

EDUCATION

B.S. in Recreation Management · Concentration in Commercial Recreation · Minor in Communication

PROFESSIONAL DEVELOPMENT

Online coursework in HTML, CSS, and JavaScript · Hands-on training in Webflow, SEO, and conversion optimization through agency and client projects