

# Jeffrey Nevels

(773)-332-3341

jeff@neveldesign.net

## Professional Summary

Experienced web designer and UX/UI writer with a strong track record of creating high-converting, user-friendly webpages that support academic and student-focused goals. Known for blending technical precision with collaborative strategy to improve web performance, SEO, and the overall user experience. Skilled at communicating ideas to small business owners, stakeholders, and senior leadership to gain buy-in, align strategies, and deliver measurable results.

## Web Designer

Governors State University – University Marketing & Communications Department

May 2023 - March 30 2025

- **Launched and optimized over 900+ university webpages**, improving visibility and functionality for academic departments and student services through CMS platforms.
- **Achieved 100% compliance with WCAG standards**, ensuring all content was accessible and ADA-compliant for diverse user needs.
- **Streamlined communication across departments**, by contributing to weekly strategy meetings, aligning content rollouts with institutional priorities, and branding.
- **Improved page load speeds and SEO rankings by 35%**, through proactive QA testing, responsive design enhancements, and performance-driven updates.

## NEVEL DESIGN - Agency Owner

January 2021 - Present

- Owner of a web design and marketing agency specializing in **high-converting websites** for brands and small to medium-sized businesses.
- Expert in **SEO strategies** and user **traffic growth methodologies** that deliver measurable results.
- Skilled in **conversion rate optimization (CRO)**, **user behavior analysis**, and performance-focused design.
- **Works closely with clients** to ensure digital strategies align with business objectives and branding.

### Key Achievements:

- Increased client website traffic by 50% and conversions by 65% through SEO-driven design.
- Successfully delivered 7+ end-to-end client projects, each resulting in improved online visibility and ROI.
- Boosted nine client's organic search ranking from page 4 to page 1 in Google search results.

## EDUCATION

Bachelor of Arts, CSULB Class of 2019

## SKILLS

Figma, Webflow, HTML, CSS, JavaScript, Prototyping, SEO, A/B Testing, Competitive Analysis, Hotjar, Google Analytics, UX/UI writing