



SEAN KRISTIAN NIELSEN

CONTACT

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SKILLS

Versatile Background Working in Webflow, WordPress, Sitefinity, and DNN CMS

Extensive Experience Using Adobe Suite

Figma Certified UX Designer

Strong Prototyping/Design Software Experience

10+ Years WordPress Management and Theming Experience

10+ Years ESP Experience including HubSpot and ClickDimensions

Self-starter with equal comfort working within a team setting as well as independently

INTERESTS

Volunteers for Feeding Tampa Bay Food Pantry

Habitat for Humanity

SUMMARY

Senior UI/UX and Web Designer with 10+ years of experience across prototyping, front-end design, and CMS-driven web production. Built and maintained customer-facing pages and landing pages in Webflow, WordPress, DNN, and Sitefinity, supporting launches and driving digital execution.

WORK EXPERIENCE

UI/UX Web Designer/Email Mkting. Mngr., Psychological Assessment Resources, Inc.

04/2016 – 04/2026

Tampa

- Led production work on two corporate website relaunches while managing three WordPress satellite sites and landing pages as UI/UX Web Designer.
- Designed and managed 40+ customer-facing pages and 400+ product pages, handling component and module design as CMS administrator and liaison between IT and Marketing.
- Led two ESP transitions and the HubSpot implementation in 2025, while designing, deploying, and managing campaigns averaging 175 sends per year.
- As MarTech Co-Lead, launched the company's first data tracking program and attributed over \$100,000 in revenue to email marketing campaigns in 2025.

Web Designer Graphic Designer, Self Employed

04/2004 – 04/2016

Tampa

- Managed end-to-end website delivery from client discovery through design, development, content integration, launch, and ongoing hosting.
- Delivered 40+ websites for contractors and a diverse independent client roster.
- Supported hosting and email management for 80+ websites, including server setup and configuration.

Migrant Workers Escuela de
Juan Campus Clean Up

Seniors in Service for United
Way

Operation Helping Hand of
Tampa Bay web and monthly
dinner food service volunteer

CERTIFICATES

Webflow Visual Designer Certification

06/2026

Professional Figma UI / UX Design Specialization, SkillShare/Coursera

05/2026

IBM Figma UI/UX for Wireframing Certification, IBM

04/2026

HubSpot Academy Email Marketing and Email Best Practices Certification, HubSpot Academy

03/2025

WordPress Intermediate Management Certificate of Completion, Udemey

06/2022

AIG Design Thinking Course Certification, AIG

01/2017

EDUCATION

University of Indiana, Bachelors of Arts, Art History

01/1999 – 08/2000

- Concentrated studies on 20th Century Art and the Arts of SubSaharan Africa.