BROOKE RECKWEG

Web Designer/Frontend Developer

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Overview

Creative UX Web Designer and Front-End Developer with over a decade of experience designing and building high-converting, user-centered digital experiences. Expertise in bridging visual strategy with technical execution, leading full-lifecycle website builds, optimizing site performance, and integrating AI workflows to streamline design and development. Recognized for translating complex client requirements into intuitive, accessible, and scalable digital solutions.

CORE COMPETENCIES

- **Design & UX:** Wireframing & Prototyping (Figma, Adobe XD), User Personas, Journey Mapping, UX Research, Adobe Creative Suite, Visual Design
- **Development & Technical:** Front-End Development (HTML/CSS), WordPress, BigCommerce, WIX, SquareSpace, CMS Management, Schema Markup, Site Optimization, Code Troubleshooting
- **Strategy & Process:** SEO Best Practices, Web Accessibility (WCAG/ADA Standards), AI-Enhanced Workflows, Project Management, Client Communications

PROFESSIONAL EXPERIENCE

ICS Solutions – Rhino Group
Front-End Web Developer | May 2023 – Present

- Lead end-to-end web design and development lifecycles from initial wireframing to final production deployment.
- Custom-develop WordPress and BigCommerce themes and templates tailored to specific business objectives and brand guidelines.
- Implement performance, accessibility, and SEO optimizations, resulting in improved user engagement and site rankings.
- Leverage AI tools to streamline code troubleshooting, asset creation, and prototype iteration.

Reputation
Web Designer | Nov 2021 – May 2023

- Executed a complete redesign and rebuild of the core corporate website, significantly improving site load speed, security standards, and mobile responsiveness.
- Designed data-driven user flows and wireframes based on detailed user personas and analytics.
- Maintained continuous website operations, performing routine UX enhancements, content updates, and feature integrations.

ICS Solutions – Rhino Group
Front-End Web Designer | Feb 2018 – Nov 2021

- Managed concurrent client web projects, serving as the primary technical and design contact during builds.
- Customized WordPress themes, core functionalities, and plugins to support complex functional requirements.
- Produced custom visual graphics and design systems using Adobe Creative Suite.

Olive Street Design
Web Design Contractor | Apr 2017 – Aug 2017

- Partnered with clients to create custom web designs reflecting brand identity and target audience needs.
- Managed project schedules to ensure on-time delivery across multiple client deliverables.

Medline Industries
Product Coordinator | Aug 2016 – Apr 2017

- Managed and audited product data architecture for high-volume e-commerce platforms.
- Cross-functionally supported sales and internal operations teams with accurate product documentation.

Olive Street Design
Web Design Intern | Mar 2016 – Jul 2016

- Developed responsive web designs using HTML, CSS, and JS.
- Produced digital marketing collateral and assisted with routine site updates.

EDUCATION

Bachelor of Fine Arts (B.F.A.) in Web Design & Interactive Media
Illinois Institute of Art – Schaumburg, IL | Graduated March 2016