

TERESA SONNEY

SENIOR WEB DESIGNER | UX/UI | DIGITAL EXPERIENCE

(814) 860-1266 | teresasonney@gmail.com | teresa-sonney.com | [LinkedIn](#) | [Behance](#)

PROFESSIONAL SUMMARY

Senior web designer and digital experience professional with a multidisciplinary background spanning UX/UI, responsive web design, front-end development, visual design and digital strategy. Experienced across the full website lifecycle - from discovery, information architecture and visual design through development, launch, optimization and ongoing management. Combines strong typography, branding and layout expertise with practical HTML/CSS knowledge, WordPress experience, accessibility, SEO and client/stakeholder collaboration.

CORE EXPERTISE

WEB & UX

Responsive Web Design
UX/UI Design
WordPress & WooCommerce
HTML / CSS / JavaScript
Wireframes & Sitemaps
Accessibility
SEO / AEO / Analytics

DESIGN

Adobe Creative Cloud
Photoshop / Illustrator
InDesign / XD
Typography & Layout
Brand Identity
Digital & Print Design
Photography / Image Editing

STRATEGY & COLLABORATION

Client Communication
Project Management
Content Strategy
Stakeholder Collaboration
Website Governance
Training & Documentation
Vendor Coordination

PROFESSIONAL EXPERIENCE

FREELANCE DESIGNER | 2006 - Present

Web Design | UX/UI | Graphic Design | Project Management

- Lead client website projects from discovery and requirements gathering through information architecture, visual design, development, QA, launch and training.
- Design, develop and maintain responsive WordPress and custom websites with a focus on usability, accessibility, SEO, performance and consistent brand experiences.
- Translate client goals, audience needs and business requirements into intuitive page structures, engaging visual concepts and practical digital solutions.
- Customize layouts and functionality using HTML and CSS, troubleshoot responsive/browser issues, and create supporting digital assets in Adobe Creative Cloud.
- Develop cohesive brand identities and print/digital collateral including logos, brochures, presentations, email campaigns, social graphics, advertisements and signage.
- Present creative concepts, incorporate feedback, coordinate with vendors and creative partners, and manage multiple concurrent projects from concept through delivery.
- Capture and edit photography for websites, e-commerce, marketing campaigns and promotional materials when needed.

PRESCOTT COLLEGE | 2021 - 2026

Web & Digital Experience Manager

- Managed the college's public-facing websites and digital experiences, supporting site architecture, user interaction, content delivery, visual design and systems accessibility.
- Translated stakeholder and institutional needs into website enhancements, content updates and user-focused digital solutions across internal and external web platforms.
- Collaborated with vendors, web designers and cross-functional stakeholders to maintain visual design intent, brand consistency and effective content presentation.
- Optimized the websites for SEO, AEO, speed and usability, while identifying and resolving technical and responsive issues through hands-on code troubleshooting.
- Developed documentation for website enhancements and related projects and supported marketing initiatives across the institution.
- Helped maintain accessible, consistent web content and guided stakeholders in effective use of the college's digital platforms.

PROFESSIONAL EXPERIENCE - CONTINUED

ERIE INSTITUTE OF TECHNOLOGY | 2015 - 2021

Program Director / Instructor - Web Design & Social Media Marketing

- Served as primary instructor for web, marketing and design courses including UI Design, Responsive Web Design, Typography, Branding & Marketing and Graphic Design Concepts.
- Mentored students through web and design projects, providing critique, technical guidance and practical feedback to strengthen visual communication and usability.
- Led program operations, maintained curriculum and lesson plans, and supported instructor hiring, scheduling and quality alignment with program goals.
- Advised students on externships and employment and provided recommendations on current marketing strategies based on professional experience.

ADVANCED ENTERPRISE SOLUTIONS | 2009 - 2015

Web Developer & Marketing Manager

- Managed internal and customer-facing websites, implementing, customizing and maintaining content management systems and plugins.
- Planned website projects using sitemaps, wireframes and storyboards to define structure, content flow and visual direction.
- Created responsive landing pages and campaign experiences using Bootstrap, HTML5, CSS3 and JavaScript.
- Tracked and documented user behavior to improve online marketing effectiveness and the user experience.
- Designed graphics for websites, email, promotional banners, sliders, social media and supporting marketing collateral.

EAGLEZIP | 2003 - 2009

Web & Graphic Designer

- Built and maintained client and internal websites and created supporting graphics and marketing materials including storyboards, business cards, flyers and postcards.
- Collaborated with project management to translate client goals into completed web and design deliverables on schedule.

ADDITIONAL TECHNICAL TOOLS

CMS / Platforms: WordPress, WooCommerce, Drupal, MODX, Bootstrap, cPanel, WHM, phpMyAdmin | **Development:** HTML, CSS, PHP, MySQL, JavaScript / jQuery | **Business / Marketing:** Monday.com, Microsoft Dynamics, Salesfusion, Microsoft Word, Excel and PowerPoint

EDUCATION

ERIE BUSINESS CENTER - ERIE, PA | 2001 - 2003

Associate in Specialized Business - Computer Information Specialist

Concentration in Web Design