

Tracy Hopper

Entry-Level Web Designer and Developer

West Bend, WI • (262) 365-7249 • tawitz12@gmail.com • tracywitz.com

SUMMARY

- Associate degree in web development and design earned in December 2023.
- Hand-code responsive websites with HTML and CSS, using AI tools to support website and app development, content creation, and illustration. Independently plan, review, and test each project.
- Founded Web Renew LLC, launched 10 planner apps on Etsy, and published a children's picture book.
- Bring extensive printing-press experience that strengthened my ability to follow specifications, maintain quality, and troubleshoot problems.
- Seeking an entry-level web design or development role, either remote or near West Bend.

SKILLS

- **Web:** HTML5, CSS3, responsive web design, foundational SEO, metadata, structured data, W3C validation, WordPress, and Drupal
- **AI tools:** Claude for coding, app development, website updates, troubleshooting, and content drafting; Adobe Firefly for illustration
- **Design:** Adobe Photoshop fundamentals, image touch-ups, page layout, and basic logo design
- **Tools:** Google Sheets, Docs, Slides, and Apps Script; Microsoft Excel, Word, and PowerPoint
- **Publishing:** Amazon KDP, BookBolt, and Etsy

EXPERIENCE

Owner — Dec 2024 – Present

Web Renew LLC • West Bend, Wisconsin

- Launched 10 planner web apps that save data to each buyer's Google Sheet. Defined the page structure and visual design, used Claude to generate the code and illustrations, and configured, tested, and troubleshoot every app.
- Created buyer setup guides and Etsy listings with Claude, then revised the content for accuracy, clarity, and alignment with my intended message.
- Hand-coded tracywitz.com and my online résumé, then used Claude to refine the design, code, and SEO. Validated the pages with W3C HTML and CSS tools.
- Published the 32-page children's picture book *Tobby's Fall Harvest Adventure* on Amazon KDP under the name T. A. Witz. Directed the story and visual selections, used Claude for writing support, created illustrations with Adobe Firefly, refined them in Photoshop, and designed the page layouts in BookBolt.

Student Intern, Website — 2023

Western States Envelope and Label

- Updated the company website in Drupal: product pages and categories, PDF catalogs, images, and holiday dates. Wrote SEO meta titles, descriptions, and keywords, and edited product images in Photoshop.

Student Intern, Social Media — 2023

Adron Tool Corporation

- Set up the company's Facebook and LinkedIn business pages and created recruiting posts, a blog, call-to-action buttons, and optimized images. Helped the client plan the posting schedule.

EDUCATION

Associate of Applied Science, IT - Web Developer & Design Specialist

Moraine Park Technical College • December 2023 • GPA: 3.9

- Completed the full web project lifecycle: discovery, scope definition, sitemaps, wireframes, mockups, development, testing, launch, proposals, and budgeting.