



# MARCUS ACHEBE

Web Designer

Web designer with four years of in-house and agency experience across B2B SaaS and higher-ed sites. Owns projects from wireframe through Webflow or content platform build, working closely with content and search teammates on page performance.

## CONTACT INFORMATION



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## KEY SKILLS

- Figma
- Webflow
- WordPress (Gutenberg)
- HTML / CSS
- Basic JavaScript
- Design systems
- Responsive design
- Accessible design practices
- axe DevTools
- Search-friendly page structure fundamentals
- Adobe Creative Suite

## PROFESSIONAL EXPERIENCE

**Web Designer** | Kettleridge Software, Minneapolis, MN  
2022 - Present

- Redesigned the pricing and product pages for a mid-market HR SaaS; qualified demo requests increased 27% over the following two quarters.
- Maintain a Figma design system of 90+ components mirrored in the Webflow production site.
- Partner with the demand-gen team on 8 to 12 campaign landing pages per quarter, from wireframe through publish.
- Ran an accessibility pass on the top 20 pages, fixing contrast, focus, and heading structure issues flagged by axe DevTools.

**Web Designer** | Foxglove Interactive, St. Paul, MN  
2020 - 2022

- Designed WordPress sites for university departments and regional nonprofits, averaging six launches per year.
- Built page templates in Elementor and later custom Gutenberg blocks so client teams could publish new pages without design help.
- Collaborated with copywriters on content hierarchy, cutting average scroll depth to the primary action on service pages.
- Mentored one junior designer on Figma prototyping and design critique.

## EDUCATION

BS, Digital Media Design, University of Minnesota, 2020