Alison Porter
Graphic Designer / Full Stack Web Developer

PORTFOLIO: www.adpdesign.art
|Github: https://github.com/alip1436
|LinkedIn: www.linkedin.com/in/adpdesign
CodePen: |https://codepen.io/alip1436

CONTACT

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Kaysville, UT 84037

EDUCATION

2021-December 2025
Bachelors of Science
Full Stack / Web Development
Arizona State University

2020-2021
Associate of Applied Science
Polysomnography
Lenoir Community College

1999-2004
Associate of Applied Science
Visual Arts & Design/Animation
Salt Lake Community College

CERTIFICATIONS

RPSGT (Registered Polysomnographic Technologist): 2010-2030

CCSH (Clinical Sleep Health Educator): 2023-2028

BLS (Basic Life Support) :1998 - Current

REFERENCE

Valor Academy of Martial Arts
Owner-Brenda Flanders
801-628-8191

Conscious Growth Management
Owner-Cameron
(435)890-8930

IHC:McKay-Dee Sleep Center
RPSGT-Tiffany Stephenson
(801)721-4943

Inspire
RRT-Ed Cosnyka
(801)721-8526

ABOUT ME

 Creative and detail-oriented web developer with a foundation in fullstack development, responsive design, and UX/UI principles. With several years of experience in graphic design and two decades of healthcare experience I bring a unique prespective to every project. Combining visual communication skills with my problem-solving ability it has been a natural transistion to pursue web development. I am passionate about building and createing websites that are clean, accessible, and user friendly.

CURRENT PROJECT

SleepWiser (Sole creator – In Progress) https://adpdesign.art/sleepwiser/
- Fully custom educational website focused on sleep health.
- Built entirely from the ground up using HTML, CSS, and JavaScrupt.
- Designed and coded with interactive components, SVG animations from original illustrations
- Wrote all website content by blending two decades of experienc in health and sleep medicine field with visual design and web developent.
- Prioritizing accessibility, responsiveness, and clear information in order to provide a user centered experience.

WORK EXPERIENCE

2013-Present
Owner/ Designer / Developer
ADP Design / Kaysville, UT.

At ADP Design, I provide creative, strategic, and technical design services for small businesses, organizations, and personal brands. My work includes logo design, branding, illustration, print design, video, digital marketing, and full-service web development and management.

Graphic Design & Visual Media:
- Created custom logos, branding packages, illustrations, and marketing materials
- Designed flyer's, posters, brochures, apparel, stickers, and merchandise
- Produced photography and promotional video content for social media and print campaigns

Marketing & Advertising:
- Developed and executed targeted marketing campaigns across digital platforms
- Managed SEO optimization, keyword strategy, and Google Ad Words
- Created and ran Facebook and Instagram ad campaigns to drive engagement and conversions

Web Development, CRM Integration & Platform Management
Valor Academy of Martial Arts
- Managed and maintained website content, domain migration, cPanel hosting, and link structure
- Optimized site performance and visibility through SEO strategies and keyword targeting
- Integrated Facebook Pixel, Google Analytics, and CRM/CMS tools – Wix and High Level platforms
- Built out e-commerce functionality for merchandise sales and event registrations

Utah Sport Karate League
- Designed and launched a full website using High Level CRM platform template
- Developed an Online certification system for delivering training modules for tournament judging
- Implemented a web platform for hosting and tracking certification courses for tournament officials
- Created the digital infrastructure for judge certification courses, including user access, course delivery, and completion tracking, Integrated e-commerce features for product and event sales

2008 – Present
RPSGT, CCSH
Intermountain Health Sleep Disorder Center/LDS Hospital/MckayDee Hospital
2019 – Present & 2016-2018
ROLE: RPSGT, CCSH, EEG technician, and Navigator(sleep educator)

Technical Skills

Frameworks & Libraries: React.js, CSS
Tools & Platforms: Adobe Creative Suite, Git, GitHub, VS Code, Codepen
Databases: MySQL
Other: REST APIs, Responsive Design, Mobile-First Design, Accessibility (WCAG), SEO basics, cyberduck, FTP protocols
Currently Learning: Figma, WordPress, Shopify, PHP, C#, node.js.

LANGUAGES

HTML5
CSS3
JavaScript
Python