Tyrel Witcher

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Memphis-based designer and full-stack developer with 11+ years of experience who believes the best products live at the intersection of thoughtful design and business goals. I build web experiences end-to-end, turning abstract ideas into fast, accessible, and beautifully functioning products. With over 40 successful product launches, I focus on the human details that make digital products actually work.

Work Experience

Senior Web Developer and Web Designer

Mar 2020 - Nov 2026

Paradigm Marketing & Creative

- **Partnered** with design and project management teams to engineer web applications, translating technical constraints for non-technical stakeholders to ensure on-time, 37 high-quality launches that met or exceeded client expectations.
- **Built, tested, and deployed 37 Craft CMS and WordPress websites** as well as co-developed 10 other websites. The industries ranged from finance, real estate, legal, and non-profit clients, and adapted to project sizes from informational sites to large-scale corporate platforms.
- **Engineered RESTful APIs** for secure third-party integration and data persistence, powering a custom apartment finder that outperformed vendor solutions.
- **Driven organic reach and SEO strategy**, executing optimizations that directly boosted search visibility and domain authority.
- **Administered and maintained server infrastructure hosting over 70 websites** – deployed monthly security updates to mitigate vulnerabilities across WordPress and Craft CMS platforms and ensuring website uptime.

Web Designer and Front-end Developer

Oct 2015 - Mar 2020

Methodist Le Bonheur Healthcare

- **Collaborated** with Marketing, Communications, and IT to design, build, and deploy cohesive web experiences for both internal teams and external users.
- **Designed and developed** methodisthealthcare.com, internal communications website, and lebonheur.org, Le Bonheur's Practical Parenting blog.
- **Created** the UI for Le Bonheur's telehealth that streamlined the patient and doctor interaction and translated UX research data into actionable improvements.
- **Driven organic reach and SEO strategy**, executing optimizations that directly boosted search visibility and domain authority.

- **Analyzed and executed web performance strategies**, improving Google Performance Score by 43% and Speed Index by 53% to reduce user friction.
- **Audited and remediated patient-facing web applications** to ensure full compliance with WCAG 2.1 AA accessibility standards.
- **Standardized development workflows** by building custom component libraries, accelerating iteration cycles and streamlining continuous UX updates.

Designer

Aug 2013 - Oct 2015

`Paradigm Marketing & Creative`

- **Developed cohesive brand identities** and established comprehensive brand guidelines.
- **Produced high-quality print collateral** and physical marketing assets.
- **Planned and executed user-centered websites** tailored to client needs.
- **Partnered with project managers and stakeholders** to deliver creative solutions that directly aligned with client business goals.

Designer

Oct 2012 - Aug 2013

`S2N Design`

- **Created brand strategy and logos** for emerging visual identities.
- **Collaborated with the team** to design and deliver creative, client-centric solutions.
- **Executed design and layout** for various print marketing materials and digital advertising.
- **Designed user-centered websites** tailored to client needs.

Education

University of Memphis
`2009-2013`
B.F.A Graphic Design

Recognitions

- Silver Addy
  `2013`

Talents + Skills

- `Responsive Web Design`
- `UX/UI Design`
- `Design System Architecture`
- `UX Research`
- `Full-stack Developer`
- `Information Architecture`
- `Usability Testing`
- `Empathetic Engineering`
- `Brand Design`
- `Logo Design`

- Web Design
- Cross-Disciplinary Translation
- Stakeholder Management
- Project Management
- Qualitative & Quantitative Analysis
- SEO Optimization
- Woodworking*
- Technical SEO
- Web Optimization Specialist
- Wordpress Developer
- Craft CMS Developer

Technical Skills

- HTML
- CSS
- Javascript
- PHP
- Twig
- Node.js
- Express.js
- NGINX
- Apache
- Tailwind CSS
- Bootstrap
- Alpine.js
- Vite
- Git
- Version Control
- Github
- Jira
- Bitbucket
- DDEV
- Composer
- Wordpress
- Craft CMS
- Runcloud
- Digital Ocean
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe XD
- Figma
- Sketch

* This one was just for fun. I love making things. If you want to get me talking, just ask me if I've got any woodworking projects.