

Case Norton – Web Designer / UX Builder

Email: 1StopSites@gmail.com

Location: Atlanta, GA

Tools: Wix, Squarespace, Canva, Velo (Wix Code), Airtable, Google Sheets, Microsoft Excel, SEO Tools

Experience - Freelance Website Designer / Developer

Self-Employed | 2018-Present

- Built websites for personal brands, small businesses, and startup concepts with a focus on user-friendly design, automation, and scalability.

[TheIsaacAbrams.com](#) | Photographer / Podcast Host / 1st AD

Designer & Site Architect

- Designed streamlined multi-page Wix site with:
 - Auto-updating podcast section (YouTube, Spotify, and Apple embeds)
 - Embedded Google Sheets resume (live updating)
 - 1st AD video portfolio, and a Photography gallery that used Wix's native tools
- Delivered full client handoff with co-ownership, editing access, and light training with website documentation

[ExpendablesUpcycler.com](#) | Re-commerce Site for Film Industry Expendables

Designer & Inventory System Builder

- Created multi-category product catalog for 400+ SKUs using left-hand navigation UX
- Designed clean, scalable layout for easy product browsing
- Structured master and subcategory pages to improve user flow
- Delivered full site to client with editing and ownership access

[CaseNorton.pro](#) | Personal Film Industry Portfolio

Designer & Content Creator

- Showcases camera department experience and gear credits
- Built responsive layout with custom embedded video and contact form

[NortonAntiwires.com](#) | Product Landing Page for Cable Sales

Builder & Brand Creator

- Designed e-commerce-ready product page using Wix
- Created product descriptions, structure, and brand aesthetic

[ATownLux.com](#) | Limousine / Picture Car Rental Company

Designer & Concept Lead

- Built full company concept site in preview mode
- Project shelved, mockups available upon request

Skills

- Website Building (Wix + Squarespace)
- Front-End Layouts + Custom Code (Wix Velo)
- UX Design & Navigation Strategy
- SEO Setup & Basic Optimization
- Client Handoff & Training Docs
- Inventory + Airtable Integration
- Branding + Copywriting for Web