

Graphic and Web Designer/ Developer

Senior web developer and graphic designer with over 10 years of experience in Corporate and Retail environments. Specialize in leveraging technical, analytical, creative and problem-solving skills to gather Business requirements and create solutions to fulfill Marketing needs that help drive decisions.

Expertise/ Technical Skills

- Adobe Photoshop CC
- Adobe Illustrator CC
- Adobe InDesign CC
- Adobe Flash CC
- Adobe Encoder CC
- Action Script 2.0/ 3.0
- Adobe Dreamweaver CC
- Microsoft Visual Studio
- Microsoft Sitecore Server
- Front-end Developer
- Microsoft PowerPoint
- WordPress
- Web Development
- Search Engine Optimization
- Cross-Browser Compatibility
- Site Troubleshooting
- UX & UI Design
- Hosting & Maintenance
- Multimedia Design
- Foundation 6.0/ Bootstrap 4.0
- .ASP .Net Microsoft Server
- HTML5/ XHTML
- CSS3
- jQuery
- JavaScript
- Email Marketing
- Microsoft MySQL and Oracle SQL
- Data Analysis
- Microsoft Office
- 3Ds Max
- AutoCAD
- SolidWorks
- Sketch-up
- Drawing/ Freehand
- Microsoft Windows XP/Vista

Work Experience

28 Sparks LLC. -- Miami, FL • **Contractor Web/ Graphic Designer Developer, May 2014 - Present**

- Worked with clients, managers, and in-house agency teams to provide robust client-acclaimed front-end web development optimizing user experiences, creative graphical contents, email marketing, data analytics, sales, brand positioning and related marketing materials.
- Design, develop, troubleshoot, and run a/b testing and gather data driven reports with MySQL for responsive emails.
- Oversee multiple projects from clients, managers, and in-house agency teams while maintaining multiple project deadlines.
- UI/UX and front-end web designer and developer for custom web using Bootstrap, Foundation, and WordPress.
- Edited and created multiple video clips, animated commercials, and animated slides using Adobe Flash and Adobe Premiere Pro.

Representative Projects & Results

- **Maca Boosters, Inc. (www.MacaBoosters.com):** Developed and created the branding solution such as logo concept and design, web conceptual and final design and layout created from scratch using Foundation and Bootstrap CSS and custom codes for eCommerce platform. Lunched new market and social media (Facebook, Instagram, and Twitter) to increase sales for products. Gained **33% increase** in traffic and product sales within 60 days of solution launch. Launched YouTube channel to promote testimonial videos and how to videos to help launch supplemental products to clients. YouTube videos **increased customer traffics by 21%** in sales.
- **Handclinic, Inc (www.HandClinic.com):** Rebuild and updated company website to be responsive design with full custom layout. Updated and developed SEO strategy as well as seamless interface that resulted in **top 3 rankings on Google, Bing and Yahoo!** Further, improving on site target by **18%**.
- **Bella Turf & Greens, Inc (www.Bellaturfandgreens.com):** Created and developed full branding solution such as logo design, web design, print layouts (business card, post cards, brochures), and web animation. Optimized and created social media materials. Increased **web traffic 50%** by improving SEO, creating dynamic media sections, and adding social media plugins.

Vitas Healthcare®. -- Miami, FL • *Web/ Graphic Designer/ Developer/ Email Marketing, March 2015 – October 2016*

- Maintained and developed email campaigns for Vitas Healthcare marketing using HTML, CSS, jQuery, Adobe suite to create responsive emails which then is scheduled and tested with Litmus, MailChimp, and Microsoft Sitecore.
- Promoted marketing ideas for marketing campaigns, email campaigns, product launches, sweepstakes and special sales events, as well as banner ad campaigns.
- Developed multiple short code snippets using HTML, CSS, and jQuery to function with Microsoft Sitecore Server.
- Partnered with highly technical development teams for product launch.
- Handled multiple projects in an agile, fast-paced environment.
- Contributed to user interface design and development best practices and standards.
- Created process flows, wireframes, prototypes, high fidelity mockups, and detailed UI and visual design specifications for web and mobile.
- Developed and organize short animated Flash commercials using Adobe Flash and Adobe Encoder to promote different events for web, billboards, digital display in facilities, and promotional events.
- Created newsletter, flyers, postcard, letterheads, and other printed pieces using Adobe InDesign to promote Vitas Healthcare daily activities nationwide.
- Created digital/ print presentation for marketing using Microsoft PowerPoint, Adobe Flash, and Adobe Encoder.

Certificates & Skills

- *Microsoft Front-end Sitecore Certified*

TigerDirect.com® (Systemax). -- Miami, FL • *Email Marketing Web/ Graphic Designer, December 2011 – May 2014*

- Promoted marketing ideas for upcoming marketing campaigns, email campaigns, product launches, sweepstakes and special sales events, as well as banner ad campaigns.
- Maintained and Developed email campaigns for Tigerdirect.com (USA) and TigerDirect.ca (Canada) marketing using HTML, CSS, jQuery, .net .ASP, Adobe Photoshop, Adobe Illustrator, and Adobe Dreamweaver.
- Maintained, developed, and updated TigerDirect.ca (Canada Store) Web Homepage and TigerDirect.ca DOD (Deal of the Day).
- Lead design of B2B & B2C web, mobile & eCommerce platforms for TigerDirect.ca (Canada).
- Created and developed multiple layouts and pages for product content such as title, sub-title, categories, specification, write-ups, and images.
- Assist merchants and product champions regarding deals; Coordinate & integrate CNET, Web collage and enhancements.
- Handled multiple categories such as Tablets, Motherboard, Graphic Cards, CPU, Computer Case, and Computer Fans.

Education

DeVry University, Miami, FL– Bachelor of Science in Multi Media, *Specialization in Web Development, March 2012*

Florida International University, Miami, FL – Bachelor of Science in Architecture, *Specialization in Structural and Commercial Designs and Minor in Graphic Design, August 2009*

Miami Dade College, Miami, FL – Associate of Arts in Architecture, June 2004