

✍ KEY STRENGTHS

Graphic Design
Website Design +
Maintenance
Conceptual Design
Responsive Design
Content Creation
Front-End Development
Fine Art Skills

🖥 TECH SKILLS

Proficient in
MAC + PC
Microsoft Office
Design + Web
HTML/CSS
Javascript
jQuery
PHP
Flash
Drupal
Magento
PrestaShop
WordPress
Adobe Creative Cloud
Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Dreamweaver
Acrobat Pro

🎓 EDUCATION

Bachelor of Fine Arts
New Media
Academy of Art College

Bachelor of Arts
Studio Art
Arizona State University

Continuing Education

Web Development
UCLA Extension
Key Classes:
Flash
ActionScript 3.0
PHP with MySQL
Javascript and jQuery
WordPress

📄 SUMMARY

An artistic risk-taker who brings brands to life through print design, web design and development, email marketing and photo retouching. A problem-solver with expert concept development skills who thrives in a collaborative environment.

📁 EXPERIENCE

Graphic + Web Designer, Front-End Developer

Freelance, Los Angeles, CA, 2013 - Present

+ AIDS Healthcare Foundation

- Created billboards, postcards and print advertisements to generate awareness for the non-profit's goals
- Redesigned many of the nonprofit's websites to improve usability

+ OverEasy Marketing

- Worked on cross-platform campaigns (websites, banner ads and email marketing) to improve conversion rates for supplement brands at a full service agency

+ Journeytorainbowisland.com (website front-end development)

- Developed fantasy web concept showcasing New York Times bestselling children's book, implementing front-end development for 10+ pages using HTML, CSS and JavaScript

+ Serenitymediagroupinc.com (website front-end development)

- Developed comprehensive site for global entertainment company, balancing branding needs with optimal user experience while ensuring site seamlessly transitions from English to Chinese for international users

+ Creativecompound.com (UI design and website front-end development)

- Created wireframes and site maps showcasing innovative user interface concepts for new website
- Consolidated original JMP Companies website content with new Creative Compound website after company's rebranding initiative, transitioning content to new server and adding new content

+ Prettygreenbag.com (web design and front-end development)

- Designed and executed fresh and modern e-commerce website using PrestaShop, developing eco-driven design concept that mirrors company's commitment to sustainability

COS BAR, E-Commerce Manager, Los Angeles, CA, 2011 - 2013

- Led content development, art direction and business growth strategy for e-commerce website marketing top-line cosmetic brands in connection with 12-store national retail chain
- Managed 4,000+ assets, with responsibility for creating product descriptions, editing and re-sizing photos, and overseeing stock levels
- Worked closely with Marketing Director to synergize branding and marketing concepts, executing 10+ online promotions including *Laura Mercier Launch on Cos Bar* and *Wrapped in Beauty*
- Created highly tailored content and design for weekly email blasts to niche consumers within database of 5K+ showcasing brand and product launches, promotions and store events
- Addressed all customer service website related issues, processing all online orders and overseeing shipping and delivery process for customer orders
- Created marketing collateral for all 12 store locations and print advertisements for publications including *La Jolla Village News*, *Aspen Daily News* and *Scottsdale Lifestyle Magazine*

Graphic + Web Designer, Freelance, Los Angeles, CA, 2008 - 2011

+ Magic (Las Vegas Trade Show)

- Managed front-end web content development for new site designed to actively engage tradeshow consumers
- Coded and co-designed email blasts for marketing and created website banner ads used to generate buzz to 50K+ attendees

+ Greystone Management Group, Inc.

- Created marketing collateral pieces for residential property management company
- Designed original floor plans and site maps from building blueprints

+ Peak Performance

- Created emails and print collateral for direct marketing campaigns and PowerPoint presentations for new client bids and marketing conferences

Pottery Barn, Assistant Store Manager, San Francisco, CA, 2003 - 2008

- Ensured successful client-facing and back-end operations, with responsibility for recruiting and training all staff, providing exceptional customer service to high-end consumers, maintaining store budget and payroll, and executing visual floorsets