

# PABLO FADEL

607 Little Neck, Philadelphia, PA

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## EXPERIENCE

### GOODWIN INC

Houston, TX | Web Designer / Developer 09/2018 – present

- Advanced knowledge of HTML, CSS, and other web languages, particularly PHP and JavaScript
- Knowledge of web standards, including web accessibility standards
- Familiarity with Adobe Creative Suite (Specifically, Photoshop and Illustrator)
- Demonstrated experience creating, executing, and evaluating email marketing campaigns
- Demonstrated experience using and interpreting Google Analytics or equivalent for reporting on metrics for content strategy
- Knowledge of/prior application of digital management and digital marketing and content management and SEO best practices
- Knowledge of UX/UI best practices
- Familiarity with working within brand guidelines and requirements

### HILL-GRADY

Houston, TX | Web Designer 12/2011 – 06/2018

- Experience using Salesforce.com as a knowledge management system or linking SFDC to a knowledge management system
- Experience as both a self-starter working independently, and working within a team to understand requirements and meet delivery schedule
- Conceives, designs, lays out, and coordinates editorial illustrations and creative artwork
- Expert skill set with Adobe Creative Suite, including InDesign, Illustrator, and Photoshop
- Experience working with highly-visible “federal” web operations (highly desirable)
- Expertise with federal accessibility mandates

## EDUCATION

### FASHION INSTITUTE OF TECHNOLOGY

Bachelor's in Graphic Design

## SKILLS

- Experience with Content Management Systems (CMS), and Front-end development
- Strong HTML, CSS, and photo editing skills
- Strong working knowledge of JavaScript, jQuery, browser standards, responsive design, and SEO
- Working knowledge of personas, scenarios, wireframes, paper prototypes, high fidelity prototypes, and mockups
- Intermediate experience with web design and user experience
- Proficiency using a content management system such as Joomla
- Written and verbal communication skills Interpersonal skills
- Knowledge and understanding of effective graphic design and branding principles and the use of the internet as a medium of communication
- Knowledge of web analytics and SEO
- Familiarity with Web standards