

SKILLS + TOOLS

Graphic Design Skills

- Logo design
- Brand guideline books
- Print work (invitations, postcards, trifolds, menus, tall signs)
- Digital Menus
- HTML5 Digital Banners
- Web/Mobile wire-framing and prototyping
- UX, UI design
- Copywriting

Jr. Developer/Web Design Skills

- HTML5 + CSS3
- JavaScript, Vue JS
- OOP (Object Oriented Programming) with Ruby, PHP
- Wordpress, Squarespace, Shopify, Wix design experience

Data Analyst Tools

- Google Analytics, Google Tag Manager, Google Server Side, Funnelytics, Optimizely

Web Design/Developer Tools

- Invision, Bootstrap, VS Code, Codepen, Frontend Masters

Graphic Design Tools

- Adobe Create Suite: InDesign, Photoshop, Illustrator, XD, After Effects, Animate, Lightroom.
- Sketch
- Figma

Project Management Tools

- Monday, Jira, Confluence, Basecamp, Asana, Trello, ClickUp

EDUCATION

University of Texas at Austin

Moody College of Communication,
Austin, TX, May 2017
M.A. Advertising

Syracuse University

College of Arts and Sciences,
Syracuse, NY, May 2015
B.A. Writing and Rhetoric
Minor: Marketing

WORK EXPERIENCE

VSHRED, LLC - Junior Data Analyst I Las Vegas, NV, Remote

January 2022 - Current

- Setup 3rd party tracking via Google Tag Manager to help support company data accuracy. Review that data tracking to ensure proper setup and reporting through the GA dashboards
- Setup Server Side tracking scripts through new GA4
- On the job learning: Completing Google Certificate for Agile Product Management

VSHRED, LLC - Junior Frontend Web Developer I Las Vegas, NV, Remote

May 2020 - January 2022

- Use HTML5, CSS, PHP, JS, and Vue JS to custom code responsive landing page designs for Vshred.com and Sculptnation.com
- Use the in-house CMS to custom code landing pages, product pages, and survey landing pages
- Custom code HTML5 email designs
- Use Adobe Illustrator to edit product labels
- Test product purchases, web pages, page speed, and optimize code for overall page performance
- Writing technical support documentation through Confluence
- On the job learning: studying and learning more JS and Vue JS

MGM Resorts International - Regional Graphic Designer I Las Vegas, NV

June 2019 - March 2020 | Laid off during Covid-19

- Developed creative solutions with design and copy teams for assigned properties, for projects of low, medium, and high complexity projects
- Generated high quality comps for presentation and review
- Mentored, coached and trained employees on design techniques and print capabilities.
- Concepted and designed all HTML5 digital banner ads
- Completed all design initiatives for assigned clients, ensuring appropriate design quality, marketing, and branding identities for clients' projects
- Managed work flow and ensured that designs for assigned properties met corporate and client expectations, were within property budgets, and deadlines were met
- Met with Creative Directors, Creative Managers, Designers, Production, and Account Management to evaluate project progress and client's requests
- Worked with Production and Purchasing for cost-effective solutions for jobs and projects
- Provided input in meetings when attending; offered design solutions based on client marketing initiatives, global trends and company positioning
- Contributed ideas and designed work for assigned projects while ensuring property brand standards are maintained across all projects
- Communicated project status, time lines, and delivery information to internal teams, attend status meetings

Capriotti's Sandwich Shop Corporate - Graphic Designer I Las Vegas, NV

February 2018 - June 2019

- Managed all graphic design projects from start to finish and managed all corporate graphic assets
- Concepted and designed nation-wide brand materials for both digital and print media (in store menu boards, POP, coupons, direct mail, billboards, bus shelters)
- Created digital messaging campaigns such as: HTML email templates, social media graphics, and web banners

Edvisors - Graphic Designer I Las Vegas, NV

July 2017 - February 2018

- Concepted and designed digital graphics such as logos, HTML email templates, banner ads, website wire-frames, info-graphics, and more