

Marcel Colón

Graphic Designer / UI/UX Designer

Everett, WA 98208

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4259057363

I am a Graphic Designer & UI UX designer with an outstanding ability to understand clients needs and visually represent their aspirations with awesome results. I am motivated, passionate and detail-oriented individual with a strong aesthetic and a capacity for strategic thinking. I strive to create visually appealing concepts that feature user-friendly design experience and compositions. I apply a strategic and creative approach to solving design problems.

Authorized to work in the US for any employer

Work Experience

Graphic Design Web Developer, Brand & Marketing

CrystalCommerce - Mill Creek, WA

October 2019 to March 2020

As part of the design team I was responsible for providing graphic design, web design, branding and marketing support for a custom e-commerce platform developed for small businesses with its greater market focused in hobby stores in national and international locations.

Communicate directly with clients and manage design requests tickets and project listing using Trello software, ASANA team and task manager and basecamp.

Responsible for designing marketing materials for hobby stores to implement in their website via the Crystal Commerce platform.

Graphic Designer / Production Specialist

Varsity Communications - Lynnwood, WA

June 2019 to October 2020

Assist Art Director in event focused marketing materials to include print publications, web design, web ads, e-newsletters, email campaigns, social media posts and branding, web design and development, and signage.

Updating multiple events website to include golf tournaments across the nation, and wine and dine events in the State of Washington.

UX UI Design and developed for <https://www.cascadegolfer.com/>

Senior Graphic Designer

Matheson Media Corporation - Snohomish, WA

June 2015 to June 2019

As the Lead Designer I was responsible for creating all digital and print marketing materials from concept to production. Brand identity, social media branding and posts design.

Responsible for the UX/UI Design and web development for private aircraft service companies across the country.

Worked in collaboration with web developers to design and develop user friendly web experiences.

Oversee all aspects of design elements and final proofing for print and web projects./UI D

Graphic Designer & Web Developer

The Bike Shop Hawaii - Honolulu, HI

June 2014 to March 2015

Responsible for designing all marketing materials, social media branding, shop's cycling apparel and merchandise design, signage and promotions.

Designed and developed the bike shop's website to enhance client experience and boost user interaction utilizing UX/UI Design practice and Implement Google analytics and search engine optimization features to increase user engagement and promote local bike clubs and events across the Hawaii Islands.

Design branding, marketing, merchandise materials for bike events and triathlons competitions in the Island.

Graphic Artist

R.Baird & Co., Inc - Honolulu, HI

October 2013 to March 2015

Responsible for designing artwork for Hawaii souvenirs and glassware screen printing decoration for local and international distribution via stores like Wal-mart, K-mart, ABC Stores and military stores across the country.

Co-manage screen printing production process from concept to production. Oversee production process ensuring quality control, deadlines, and cost effectiveness.

Assist in warehouse operations to include inventory management, stocking, picking, packing, shipping, and delivery.

Responsible for ordering production material, installing and troubleshooting equipment, conduct maintenance services, parts orders and operator training.

Graphic Designer & Web Developer

University of Hawaii at Manoa School of Architecture - Honolulu, HI

July 2012 to December 2013

Responsible for creating and managing all graphic design materials, brand development, social media branding, email marketing, print production, magazine ads, web ads, lecture promotions, trade shows and stationary materials.

Design event oriented materials for School Conferences, Lectures and other events.

Design and developed schools website and events registration websites.

Developed a website for the Architecture International Conference which included an integrated conference management system to provide functionality related to user registration, research papers submissions and reviewer process.

Cannon Crewmember

US Army

January 2003 to June 2009

South Korea

Education

Bachelor of Science in Information Technology

University of Phoenix

2009 to 2013

1st year in Web Design and Interactive Media

Art Institute of Washington - Washington, DC

August 2008 to March 2009

Skills

- passionate and detail-oriented designer with a strong aesthetic and a capacity for strategic thinking. I am a hands on designer with attention to detail and
- Graphic Design exceptional design aesthetic. I strive to create visually appealing concepts that
- Web Design
- feature user-friendly design and experience. I apply a strategic and creative
- Adobe Creative Suite
- approach to solving design problems. I am a flexible, and a curious person capable of taking on new challenges with a sense of humor and grace.
- WIN / MAC
- Email Marketing
- Screen Printing
- Social Media Management
- User Interface (UI)
- WordPress
- User Experience (UX)
- Microsoft Office
- Adobe Creative Suite
- Photoshop
- Illustrator
- Adobe XD
- Indesign
- Premiere

- After Effects
- FTP
- WordPress
- Powerpoint
- Excel
- Word
- Google Analytics
- Branding
- Adobe Premiere
- Adobe Dreamweaver
- Web Development
- Video Editing
- HTML5
- Layout Design
- Trello

Languages

- Spanish - Expert
- English - Fluent

Links

<http://marcelcolon.myportfolio.com>

Military Service

Branch: United States Army

Rank: SGT
