

# DARA SY

## Web Designer & Developer

DARAJANNE@GMAIL.COM - (646) 591-8867

### BRAND STATEMENT

I am a web designer and developer with experience in marketing where I collaborated with the web development team at Fullbeauty Brands. My marketing skills fuel my passion and drive to put the user experience first when building websites and applications to communicate products in the most effective way. I am actively seeking ways to learn new technologies and grasp new skills. I look forward to continue working in the Tech industry and playing an active role in a team of talented developers!

### EXPERIENCE

#### HUNTER Digital

Web Designer and Developer Intern

July 2018 - Present

New York, New York

- Create and update websites using technologies in HTML5, CSS3, JavaScript, and PHP
- Formulate responsive design for all devices and optimize sites for usability, SEO, third party APIs, and CMS tools
- Communicate with clients and marketing team to create and maintain project schedules, establish priorities, and scale solutions
- Resolve issues by troubleshooting, tracking, and documentation
- Design mock-ups for potential and existing clients to show apps on iOS, Android, and Mobile Web
- Drive conversion rates up and draw more visitors with designing graphic images for A/B user testing on Photoshop Adobe

#### Fullbeauty Brands

Marketing Data Analyst

October 2017 – January 2018

New York, New York

- Operated email database of over 1.8 million contacts on Adobe Neolane to customize and deployed daily email blasts for brand campaigns
- Developed reports and dashboards using SAS, SQL, Tableau, and Excel to measure the effectiveness of inbound marketing campaigns
- Audited ad hoc performance reports with strategic recommendations and ROI analysis
- Liaised with Web Development team to follow up marketing activities and optimize brand awareness

#### Politan Real Estate

Web and Graphic Designer Intern

October 2015 – August 2016

Little Neck, New York

- Designed webpages using SEO strategies to feature real estate properties
- Improved UX for company website and drove social media following engagement by 85%
- Designed custom graphics in illustration, typography, and branding
- Organized and interpreted data on foreclosures, customer preferences, and buying habits using MailChimp, Excel, and Access
- Communicated with clients face to face and over the phone to follow up closing processes

### SKILLS

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Adobe XD
- UX Design
- Typography
- HTML5
- CSS3
- JavaScript

### CONTACT

GITHUB: DARA-SY

LINKEDIN: DARA-SY

PORTFOLIO: DARASY.COM

### EDUCATION

#### General Assembly

Web Development Immersive  
June 2018

#### LAGCC TechHire - OpenCode

TechImpact Graduate  
June 2018

#### Queens College, CUNY

B.A. in Economics, Sept. 2017  
Cum Laude  
Honors Program G.P.A.: 3.5/4.0