

Web Designer/ Developer Web Designer/Developer Web Designer Oro Valley, AZ Creative and multi-talented Web Designer with over 4 years experience with HTML, CSS and graphic design. Has a passion for resolving user pain points through UI/UX design principles and working collaboratively within a team. Creates website designs to engage target audience, and deliver valuable user experiences across desktop and mobile platforms. Accustomed to working on multiple projects performing in deadline-driven environments. TECHNICAL SKILLS HTML5, CSS3, Adobe Creative Cloud, Bootstrap, WordPress CMS Authorized to work in the US for any employer Work Experience Web Designer/ Developer MCFADDEN/GAVENDER ADVERTISING - Tucson, AZ August 2018 to May 2019 Performed keyword research to rank well in search engines for specific topics, driving traffic to websites and promoting products and/or services to enhance marketing effectiveness. Created email campaigns using MailChimp and Campaign Monitor to get the recipients to take action, engage with client's business, and help get more leads and sales. Maintaining the appearance of websites by enforcing content standards. Designing visual imagery for websites and ensuring that they are in line with branding for clients. Communicating design ideas using site maps and wireframes. Responsible for posting monthly articles to client's website. Performed updates of installed plugins to Wordpress platform. Created graphics for client's social media accounts. Designed engaging and responsive landing pages. Web Designer SCI Creations - Chandler, AZ August 2016 to April 2018 Translated concepts into wireframes and mockups that lead to intuitive user experiences. Used web design best practices to design solutions, and a deep understanding of mobile-first and responsive design. Created individual designs including surveys, reports, icons, and web graphics/user interface mockups. Designed and coordinated multiple projects to establish and build upon the credibility of the brand(s). Collaborate across teams to manage multiple projects and workflows. Created and implemented surveys for direct customer feedback. Web Designer Octavia Digital Media - Tucson, AZ July 2017 to October 2017 Preserved existing website content for use on brand new websites. Design natural user experiences and interactions for all websites. Collaboratively work with Developers to communicate UX vision for websites and ensure projects are delivered in alignment with the vision Conceive, document, and

evangelize design guidelines, best practices, and standards. Present designs and coherently articulate what the design elements are meant to communicate Knowledge of accessibility issues and Sec. 508 compliance Ensured proper brand compliance as well as desired aesthetics, impact, and design effectiveness. Jr. Marketing and Web Developer RP Imaging - Tucson, AZ September 2016 to March 2017 Created personalized, and automated marketing programs through the entire lifecycle, including browse abandonment, cart recovery, post-purchase, product replenishment, loyalty, and win-back campaigns Created content/landing pages for new campaigns that require exceptional design and typographic skills Translated discussed concepts to web designs and created web graphics to meet this goal. Adjusted templates and CSS style sheets Worked directly with management on web copy and styling Web Designer (Intern to hire) Arizona Sports and Entertainment Commission - Phoenix, AZ May 2014 to October 2015 Presented web solutions to Directors of Special Projects and Operations--designs accepted and implemented tasks on schedule Migrated 15GB of multimedia content into an improved and responsive Wordpress theme while ensuring dynamic multimedia content promoted both current and upcoming sporting events Managed regular content updates and site management Education Bachelor of Applied Science in Internet and Web Development Arizona State University - Tempe, AZ August 2013 to May 2016 Associate of Applied Science in Web Design Pima Community College - Tucson, AZ June 2010 to December 2012 Skills HTML 5, CSS

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