

ARIELE MARTINEZ- BUGAY

PROFILE

Designer & front-end developer
based in Philadelphia, PA
with user experience design
and Sitecore expertise.

CONTACT

347.762.9280
arielemartinez.com
acmartine@gmail.com
Twitter: @arielebydesign

SKILLS AND SOFTWARE

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Sitecore CMS
WordPress
HTML5 & CSS3
JavaScript
jQuery
Bootstrap
Git/GitHub
Browserstack
Sketch
MailChimp
Silverpop/IBM Watson
Google Drive
Microsoft Office
JIRA

WORK EXPERIENCE

FRONT END DEVELOPER | PROJECT MANAGEMENT INSTITUTE NEWTOWN SQUARE, PA • SEP 2017 - PRESENT

Updates to the Project Management Institute's client-facing webpages on PMI.org. Builds new pages & enhances existing ones using HTML, CSS, and Sitecore 8.2's built-in content editing tools. Development & testing of internal & external e-mail newsletters. Cross-browser testing of site updates & system upgrades.

DESIGNER | COMPLEX VENTURES

REMOTE / BROOKLYN, NY • FEB 2017 - SEP 2017

Web & print design for a digital marketing agency in Brooklyn, NY. Collaborates remotely with in-office team to create marketing collateral for corporate clients, including banner advertisements, pitch decks, website graphics, brochures, e-mail newsletters, and other projects. Updates the agency's WordPress website as needed.

WEB DESIGNER | DIGITAL OXYGEN CORPORATION

NEW YORK, NY • JAN 2017 - SEP 2017

E-commerce website design and development using WooCommerce for WordPress, HTML, & CSS. Mobile application design for iOS. Content strategy & copywriting for company & client websites. Administrative support for CEO.

DIGITAL DESIGNER | FREELANCE

REMOTE / PHILADELPHIA, PA • JAN 2016 - PRESENT

End-to-end user experience, visual & interface design, & responsive front-end development for clients, specializing in startup companies and small businesses. Full portfolio of work is available at arielemartinez.com.

EDUCATION

WEB DESIGN TRACK | STARTUP INSTITUTE NEW YORK NEW YORK, NY • OCT 2015 - DEC 2015

Selected from a competitive applicant pool for an eight-week immersive program. Startup Institute helps individuals to develop the skills, mindset, and network to be high-impact at a high-growth company. Trained in agile methodology. The Web Design Track specifically focuses on HTML + CSS, jQuery, JavaScript, user-centered design, rapid ideation, navigation, and flow.

B.A. IN PSYCHOLOGY | BRYN MAWR COLLEGE

BRYN MAWR, PA • AUG 2009 - MAY 2013

Coursework in Behavioral, Social, and Developmental Psychology; Minor in Biology