Justin Tidrow
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2013 - Present
E-Commerce Manager - UX Designer
Lone Star Templates - lonestartemplates.com

Design, develop and support e-commerce websites and pre-built themes built on Shopify and BigCommerce Platforms. Manage digital products and services. Review product performance and metrics to make data based decisions. Strong background in project management. Projects include, but are not limited to ecommerce web design and development, branding, and marketing for B2B and B2C merchants. Research, create, and implement roadmaps and strategies to increase conversion rates both short and long term. A key responsiblity is to stay informed on industry trends and new technologies to ultimately to improve usability, accessibility, and web standards for the merchant.

2008 – 2018
Graphic Designer
Spectrum News - https://spectrumlocalnews.com/tx/austin

Create on-air graphics, web design, and print collateral Projects require a range of media and skills used to execute. Examples of on-air graphics include creating logos, branding special series, motion graphics, animation, video editing and photography. Web design includes creating elements and imagery to support social media marketing as well as provide support for web developers to implement and maintain a consistent and engaging visual web presence. Other tasks include style guides, info graphics, brochures, flyers, posters, and reports.

Bachelor of Science in Graphic Design
Art Institute of California - San Diego
Graduated: May 2007

Professional Skills
Project Management
Ecommerce Design
UX / UI Design
Art & Illustration
Logo Design & Branding
Info Graphics
On-Air & Motion Graphics
Media Arts & Animation
Typography & Layout

Software
Adobe Creative Cloud
Shopify
BigCommerce
Magento
Woocommerce
Canva
Salesforce
Microsoft Office

Additional Skills
Social Media Marketing
Digital & Email Marketing
Content Management
Basic HTML, CSS
Product Photography
SEO