

# SEIFU DAGNACHEW

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<https://dagnachew.github.io/vdesignerPortfolio/>

## Visual Designer

Creative visual designer with strong skills in the creation, production and delivery of a range of products, from responsive sites and emails to banners and micro-sites; experience in working closely with Art Directors, UX designers and Developers.

## TECHNICAL SKILLS

Platforms: PC / MAC

Applications: Advanced skills in Adobe Creative Cloud applications -- Photoshop, Illustrator, InDesign, Acrobat; proficient in current web technologies (HTML5, CSS3, JS), WordPress; experience in web design & prototyping tools – Sketch, Adobe XD, Balsamiq, InVision, Adobe Scene7 and content management and version control like Adobe Experience Manager (AEM), Salesforce Marketing Cloud, and GitHub

## PROFESSIONAL EXPERIENCE

Freelance, Eden Prairie MN

2019 – Date

*Visual Designer / Production Artist*

Supported marketing team with creative content for campaign initiatives including infographics, landing pages, white-papers, technical documents, social media graphics, illustrations, using Adobe Creative Cloud applications.

Dell Inc, Eden Prairie MN

2014 – 2018

*Lead Graphic Designer*

Developed original creative solutions for marketing campaigns, while maintaining creative, technical and brand standards. Created digital campaign assets like site banners, websites, social media ads and emails using Adobe Creative Cloud applications and prototyping and wireframing applications.

*Web Production Artist*

Designed, retouched, sliced, optimized, and prepared digital assets and compositions for interactive deliverables such as full sites, landing pages, micro-sites, banners, and email campaigns.

Merrill Brink International, St. Paul,

2012 – 2014

*Production Artist*

Produced highly stylized documents and output to client for print and SEC-filed versions (SGML, HTML and ASCII). Designed and edited long documents, technical manuals, fliers and presentations.

## PROFESSIONAL DEVELOPMENT

University of Minnesota Coding Boot Camp - Javascript Full Stack Web Development: HTML5, CSS3, Javascript, JQuery, Bootstrap, Firebase, NodeJs, MySQL, MongoDB, Express, & ReactJs.

Certificate of completion on The Web Developer Bootcamp on Udemy.

HTML, CSS, and Javascript for Web Developers, by Johns Hopkins University on Coursera.

Lynda.com -- Completed Web Design Track; Multitude of courses in Adobe Creative Cloud applications, HTML5, CSS, WordPress, Sketch, AxureRP, CSS Frameworks, responsive design, Javascript and JQuery.

Treehouse.com -- Completed the Web Design and WordPress Development tracks.