

# DAZZLE SALAZAR

## UI/UX VISUAL DESIGNER

### itsdazzle.com

+917 9634413

dazzle.basa@gmail.com

### DESIGN SKILLS

Digital Design / Web Development/

Visual Design / UX Design

Rich Media / Ad Product Design /

Print Design

### SOFTWARE SKILLS

Adobe Creative Suite

- Photoshop • Illustrator • InDesign
- After Effects • Animate

Prototype tools

- XD • Sketch • InVision

Development

- HTML & CSS
- Javascript and React
- Bootstrap 4 • Wordpress

Rich Media Platforms

- Celtra
- Jetpack Digital
- Yieldmo

### EDUCATION

Bachelor of Fine Arts , Advertising

The Philippine Women's University

Front-End Web Development

General Assembly

UX Design Bootcamp

Noble Desktop

## PROJECTS

### Points Wallet - [itsdazzle.com/PointsWallet.pdf](https://itsdazzle.com/PointsWallet.pdf)

It's an app prototype that organized and store all your credit card rewards in one place that keeps an eye on your points. This app eliminates the time getting confused on how to redeem points on their bank sites.

### Project Apartment - <http://itsdazzle.com/ProjectApartment.pdf>

Online market place for real estate agents advise. Mission of project apartment is make the process of connecting the broker simple, convenient and efficient. With just a few click you'll find a qualified broker in the area.

### MatchPad - <https://dribbble.com/dazzlecreates>

I have compiled some of my works in Dribbble to showcase all the UI designs I've made for matcpad's UI. All designs were created in Sketch and Adobe Photoshop and are package ready for the web developers

## EXPERIENCE

### Future US (formerly Purch)

**Sr Interactive Ad Designer** August 2015–November 2019

- Building static and interactive demos for RFPs for pre-sales pitch and Ad catalog
- Managed and produced digital design work, including rich media, standard ad units and custom units
- Ad creation for new campaigns and building it from scratch or custom templates
- Working with the Sales Marketing and Client Services teams in post-sale to communicate requirements, feedback, and ad specs
- Implemented tracking tags of client within ad builder platform
- Collaborate with our Marketing Sales Director to process roll out new ad products
- Coordinated with Ad Ops and Account Managers to set timelines to build and QA-approve the units in time for launch
- Designed and developed micro sites for gaming events
- Lead the creative team on creating event website and collaterals

### MatchPad Inc.

**Visual Designer** Freelance 2014 - 2016

- Create high-fidelity concepts and work with developers to drive polished designs to final implementation
- Work with UX, development staff and vendors to assure creative vision is executed properly
- Supplying and created marketing materials for campaigns such as Youtube ads, Facebook Ads, Print ads, Meets ups etc.

### Mantis Marketing

**Graphic Designer** January 2013–2015

- Designed brochures, advertisements, signage displays, emails blast, merchandise, logos, presentations, websites, social media and applications
- Create PowerPoint presentations for client's sales pitch
- Work with print vendors to ensure compliance, quality, proficiency and pricing

### Nest Seekers International

**Graphic Designer** January 2012–2013

- Created marketing pieces such as show sheets, invitations, brochures, agent self-promotional pieces, postcards, mailers and e-mail blast
- Created property website, web banners, social media posting for listings, event websites and press