

GRAPHIC & WEB DESIGNER/DEVELOPER



ANDRE HALL-RODRIGUES

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PROFILE

ASU Digital Culture (Graphic Information Technology) graduate with skills in areas of arts and technology.

As a professional graphic and web designer/developer, I am committed to elevating brands through exceptional design. I always make it a goal to impress clients and employers, and I strive to be a flexible, pleasant person to work with.

In my experience as a growing designer I've worked on projects that require great deals of coordination, and top-to-bottom solo projects; in both professional and academic settings. I've worked on company logos, offering memorandums, ad campaigns, company websites, marketing packages, email marketing campaigns and other marketing/branding assets.

My academic and professional experiences have taught me a lot, but there's always room to grow. I love learning and am constantly looking to further develop my skills.

EDUCATION

From August 2014 to December 2018
Graphic Information Technology
Arizona State University

* Regent High Honors Endorsement
Scholarship Recipient

RELEVANT SKILLS

WordPress	GitHub
Shopify	Bootstrap
JavaScript	Tailwind
HTML/CSS	React
Photoshop	C#
Illustrator	jQuery
InDesign	Liquid
Premiere	TypeScript
After Effects	Excel

INTERESTS/HOBBIES



Music



Hiking



Coding



Drones



Videogames



Travelling

WORK EXPERIENCE

April 2022 to Dec 2023

Lead Web Developer

Fairytale Brownies

Responsibilities:

- Refresh the website's hero image twice a week to align with evolving marketing campaigns and audience engagement strategies.
- Redesign of existing highly trafficked pages like homepage, product detail pages, and product category pages.
- Setting up data analytics and utilizing them to justify design decisions as well as monitor performance
- Acting as point of contact for back-end programmer contractors, and overseeing projects.
- Website maintenance (fixing errors when they arise, and providing support)
- Rapidly color-correcting and photoshopping high volumes of product shots and other assets.

Oct 2020 to Nov 2022

Lead Web Developer

Petosa

Responsibilities:

- Remotely designing and building a fully functional, multilingual online store that sells high end accordions and accessories internationally
- Working closely with the client to ensure a satisfactory end product
- Understanding how the back end code works in order to maintain, and add to it when necessary
- Training the client and his employees on how to use Shopify (add products, change prices, etc.)
- Website maintenance (fixing errors when they arise, and providing support)
- Designing digital assets for the client to use on the site

Sep 2019 to Jan 2020

Graphic/Web Designer

Berkadia

Responsibilities:

- Designing flyers, postcards, offering memorandums, and other print/marketing materials for commercial real estate properties, realtors, and events
- Collaborating with realtors, project managers, other designers, and other departments to achieve a successful end product
- Creating websites advertising commercial properties, and specific teams/offices

Dec 2018 to Sep 2019

Graphic/Web Designer & Drone Operator

PHX UAV LLC

Responsibilities:

- Creating a brand identity for the company (Logo, website, general aesthetic)
- Editing drone videos in Adobe Premiere and After Effects to meet client demands
- Communicating with clients regarding their needs (Shotlists, highlighted information, etc.)

Sep 2016 to July 2018

Lead Designer

Retail Investment Group LLC

Responsibilities:

- Creating new graphic, web and print assets for marketing
- Rapidly completing Offering Memorandums (Within 24-48 hours)
- Creating videos to advertise commercial properties