.edg

Erica De Guzman
Graphic Designer & Front-End Web Developer

ericadeguzman.com

erricadg@gmail.com
714.307.9001

Education
California State University, Fullerton
BFA Graphic Design 2012

Skills
Graphic Design
Photography
UI/UX Design
Front-End Web Development

Adobe Software
After Effects
Dreamweaver
Illustrator
InDesign
LightRoom
Photoshop
Premier Pro
XD

Other Software
BetterCMS
FormStack
Microsoft Visual Studio
SalesForce
ScheduleOnce
Slack
UpTo
WordPress

Web
GitHub
HTML, CSS, PHP, JS
Twitter Bootstrap

University Extended Education, CSUF
Web Developer 2014 - Present
Created website wireframes and prototypes.
Branded new and existing websites.
Developed responsive websites and landing pages.
Revised and developed websites to be web accessible
and Section 508 compliant.
Researched best web practices.
Developed user personas.
Consulted with internal clients on web projects to strategize
new and existing design, web technology, marketing,
analytics, and other technical support.
Managed the maintenance and daily deployment of
ongoing content/media submissions from clients and
web team.
Researched CMS system. Developed CMS user guide
and trained internal clients how to use the CMS.

University Extended Education, CSUF
Graphic Designer 2012 - 2014
Designed print materials: brochures, catalogs, signage,
adrax, postcards and flyers.
Designed digital and web content: websites, emails,
infographics, banner ads, & social media posts.
Researched and implemented responsive design using
Twitter Bootstrap.
Re-branded and transferred sites to responsive framework.
Beta tested sites and fixed html/css errors.

Sway, Non-Profit Organization
Creative Director 2015 - Present
Developed brand and style guide for all digital
and print materials.
Designed and Developed a custom WordPress theme.
Researched social media data and analytics.
Customized online storefront.
Photographs events and organizes photos on Flickr.