



2017 ■ FRONT-END WEB DEVELOPMENT
CERTIFICATION / GENERAL ASSEMBLY

San Francisco, CA

2010 ■ **B.S. COMPUTER GRAPHICS & NEW MEDIA |**
JOHNSON & WALES UNIVERSITY

San Francisco, CA

TECHNICAL SKILLS

[illegible]

EXPERIENCE

2018
-
NOW

■ **FREELANCE GRAPHIC DESIGNER | GINELLE DEANTONIS DESIGNS**

San Francisco, CA

- Collaborate with multiple clients on projects including: branding, website design, UI design, email design/development, marketing and sales collateral, advertisements, social media assets, event graphics, print design, etc.

2014 ■ **MARKETING & WEB DESIGNER / YESWARE**

Boston, MA / San Francisco, CA

- Responsible for all marketing design and developed brand guidelines as the sole designer on an in-house marketing team.
- Executed a new brand identity and collaborated with the team on a full website redesign which increased the website conversion rate by 23%.
- Project-managed and implemented a redesign of Yesware's blog which lead to 9% month-over-month growth in new trial revenue.
- Designed and developed all marketing emails, including a year-end product usage recap email which resulted in a ~9% increase in usage of our most popular features.
- Consistently conducted experiments on our website and emails to be aware of what performs best.

2011 ■ *PRINT & PACKAGING DESIGNER* / FIRST ACT

Boston, MA

- Designed trendy product graphics and exciting packages for musical instruments that are sold at major retailers such as Walmart, Target and Toys"R"Us. Partner with major brands that include Disney, Nickelodeon, Sesame Street and Hello Kitty.
- Collaborated with an in-house creative team as well as an international production team to manage color, quality, and strict deadlines.