

# LARRY GAMBOA | WEB GRAPHIC DESIGNER

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## OBJECTIVE

- » To obtain a challenging and fulfilling position in the Web Design/Development industry that allows me to contribute and continue to develop my proven creative, technological and interpersonal skills

## RELEVANT SKILLS

### Extensive Web Design and Development Skills

- » Comprehensive experience as a graphic designer working with Adobe Creative Suite to create visually aesthetic website mock ups, web-ready graphics and print materials
- » Extensive background in print production design – desktop publishing, page layout and digital imaging
- » Extensive knowledge of HTML and CSS languages with ability to integrate various programming environments such as JavaScript and JQuery
- » Proficient in common web standard practices to make websites fast loading, easy to maintain, intuitive to use, easy to update, cross-browser compatible and rank high in search engines
- » Knowledgeable in the Scrum process, an Agile framework for completing projects with rapidly changing and highly emergent requirements
- » Knowledgeable in responsive web design, UI/UX design principles, content management systems and front-end frameworks
- » Ability to manage multiple projects and deliver projects in a deadline oriented environment

### Strong Interpersonal, Customer Service, and Communication Skills

- » Highly adaptive and responsible; able to excel independently and as a team member
- » Possess a strong ability to learn new skills and techniques quickly and effectively
- » Experienced in working with a wide array of high profile clients and their staff

## WORK EXPERIENCE

### Senior Web Content Producer

May 2016 – present

*Petco, San Diego, CA*

- » Responsible for front-end eCommerce content production on Petco.com – weekly sitewide promotions, vendor landing pages, seasonal campaigns and other site enhancements – to drive online revenue
- » Utilized HTML, CSS, JavaScript and UI/UX best practices to code and deploy web content within Petco's proprietary content management system while adhering to responsive web development guidelines
- » Performed cross-browser and cross-platform testing on new and updated web content to support sitewide promotions and site enhancements
- » Maximized user experience and overall site effectiveness by implementing site content and programs that provide a valuable user experience while meeting the needs of various internal and external business partners
- » Collaborated with web/graphic designers to produce wireframes and designs throughout the project lifecycle from concept to deployment
- » Worked with project managers to define the timeline and deployment of web promotions and campaigns on Petco.com using Trello

## WORK EXPERIENCE (continued)

### Web Graphic Designer (contractor)

May 2015 – May 2016

*KCD | PR, San Diego, CA*

- » Developed logos and marketing collateral pieces such as brochures and tradeshow banners for clients in the B2B, financial and professional services industries
- » Utilized Wordpress to design and develop custom websites for financial services clients
- » Managed and prioritized multiple client and internal projects to assure quality delivery

*Zenith Education Group, Santa Ana, CA*

- » Designed the mobile/tablet versions of ZEG's WyoTech.edu and WyoTech lead generation landing pages
- » Collaborated with third party web developers to update the lead generation user experience for ZEG's Everest.edu and other Everest microsites
- » Utilized the Everest.edu style guide to design content pages and lead generation microsites

*Patient Safety Movement, Irvine, CA*

- » Assisted in the redesign, content migration and development of PatientSafetyMovement.org, an organization committed to preventing zero hospital patient deaths by 2020

*CTSC Law, Irvine, CA*

- » Redesigned and developed the website for Orange County's CTSC Law on the Wordpress platform utilizing HTML 5 and CSS 3

### Web Designer

April 2014 – April 2015

*HD Supply, San Diego, CA*

- » Collaborated with UX and web development Scrum teams to produce wireframes and conceptualize mockup designs for new HDsupplysolutions.com features and enhancements
- » Developed high conversion landing pages for HDsupplysolutions.com using HTML, CSS and the front-end responsive framework, Bootstrap
- » Worked with internal marketing teams to deliver email campaigns for HD Supply promotions, sales and announcements to drive online sales

### Web Designer / Developer

May 2012 – April 2014

*Broadridge Advisor Solutions, San Diego, CA*

- » Produced high quality and visually appealing financial advisor websites utilizing Photoshop and graphic design skills
- » Developed functional, cross-browser compatible and responsive websites on Broadridge's proprietary content management platform using hand-coded skills in HTML and CSS languages as well as implementing multiple JQuery tools and libraries
- » Worked with project managers to maintain websites for high profile financial advisor clients from companies such as Wells Fargo Advisors and AXA Advisors

## EDUCATION AND TRAINING

### Platt College – San Diego

2001–2002, 2005–2006

- » Received AAS in Graphic Design on November 2002 and BS in Media Arts on October 2006

### San Diego State University

1997–2001

- » Studied courses in fine arts, graphic design, typography, and digital imaging