



# MICHELLE ADRIANZEN

## ❖ Web Designer & Digital Design Specialist ❖

Results-oriented professional with 10 years of experience in digital design and 4+ years specializing in e-commerce and web environments. Expert in the Shopify ecosystem, blending high-end visual aesthetics with technical execution in Liquid, HTML, and CSS. I have a strong background in delivering visual solutions for global brands and multinational companies, focusing on user-centric UI/UX and strategic digital communication.

## CONTACT

Email: michelle.adrianzen@gmail.com

Portfolio: michelle-adrianzen.github.io/portfolio/

LinkedIn: /michelle-adrianzen

## SKILLS



Figma



HTML5



Shopify Liquid



CSS3



Photoshop



InDesign



Illustrator

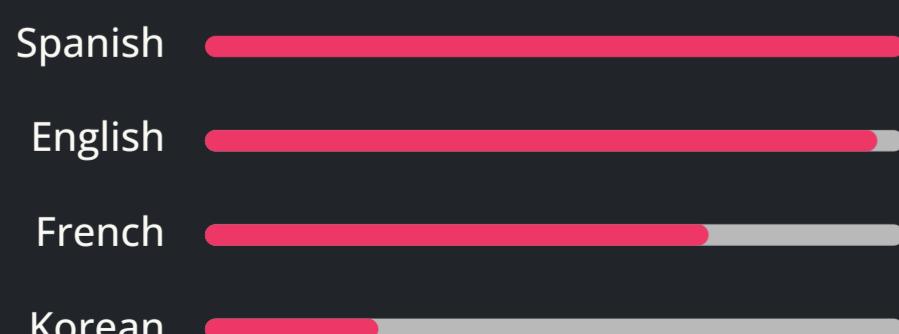


After Effects



Premiere

## LANGUAGES



## EXPERIENCE

### Finesse Decor | Web Designer | Nov 2024 - Jan 2026

- ❖ **Web Development & Logic:** Engineered Shopify features using Liquid and conditional logic to create tailored experiences for B2B and B2C customers, including dynamic pricing, custom discount badges, and login-restricted content.
- ❖ **E-commerce Visual Strategy:** Optimized store aesthetics by designing custom web pages and bespoke theme sections; produced high-end visual content through advanced photo retouching and lifestyle compositions to elevate brand presentation.
- ❖ **Strategic Email Marketing:** Conceptualized and deployed automated and promotional email campaigns within Shopify, ensuring a seamless visual transition from inbox to website.
- ❖ **Multi-channel Asset Creation:** Produced high-quality digital marketing materials, including web banners, interactive catalogs, and video content to strengthen the brand's omnichannel presence.

### NoLimit Creatives | Graphic Designer | Dec 2020 - Mar 2024

- ❖ **Digital Production:** Produced a high volume of creatives for a diverse portfolio of international clients, maintaining rigorous quality standards and fast turnaround times.
- ❖ **UI/UX Exploration:** Transitioned toward web-focused projects by designing website layouts and interactive prototypes in Figma, focusing on enhancing user interfaces and visual flow for diverse digital platforms.
- ❖ **Visual Solutions:** Collaborated within a high-performance design department to deliver compelling graphics for social media, display ads, and digital marketing campaigns.

### JC Decaux | Graphic Designer | Feb 2019 - May 2020

- ❖ **Sales Enablement & Visualization:** Partnered with Sales Executives to create high-stakes visual proposals and mockups, implementing client branding across premium digital and OOH (Out-of-Home) environments like airports, subways, and retail centers.
- ❖ **Motion Graphics & Quality Control:** Managed technical compliance for client-provided video spots, performing editing (re-sizing, duration adjustments) and creating original 10-second motion graphics for public service and seasonal campaigns.
- ❖ **Web Maintenance:** Supported the corporate digital presence by designing web banners and performing interface updates, including copy and iconography edits.

## EARLIER EXPERIENCE

### Samhow | Community Manager | 2018

### Las Marías | Graphic Designer Jr | 2017

### Hologram | Graphic Design Intern | 2016

## EDUCATION

### UCAL University | Advertising Graphic Design

Pursued a two-year continuation program to earn my Bachelor's Degree, during which I expanded my knowledge through challenging projects and acquired new skills.

### Toulouse Lautrec College | Direction and Graphic Design

Completed a four-year program that enhanced my creativity, developed my visual and software skills, and fueled my passion for visual communication.