MADELINE JIMENEZ

GRAPHIC & WEB DESIGNER

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301.741.0172

EDUCATION

Virginia Commonwealth University
May 2015
Communication Arts
B.A. of Fine Arts
Cum Laude

University of Richmond
April 2020
Full Stack Coding Bootcamp

Study Abroad: Florence, Italy
Summer 2014
Comm. Arts: Drawing and Art History

SKILLS

Adobe CC:
Photoshop, Illustrator, InDesign, XD,
Dreamweaver
UX/UI Design:
Prototyping, Wire-framing, Accessibility
Programing Languages:
HTML5, CSS3, Bootstrap, Sass,
JavaScript, jQuery
Front-End Development:
Wordpress, Shopify, CMS, Salesforce
Marketing Cloud, Git, GitHub, VS Code
Video Editing:
Final Cut Pro, Adobe Premiere
Studio & Lifestyle Photography:
Manual Shooting, Retouching
Illustration:
Traditional Media, Vector Illustration
Project Management:
JIRA, Slack, Workfront, Basecamp

WORK EXPERIENCE

2U
Graphic Designer | July 2018 – present
Collaborating with stakeholders such as Web Developers, Copywriters and Conversion Rate Optimization teams, my responsibilities include the wire-framing, design and troubleshooting of landing pages, digital ads and graphic emails to market online programs for higher education of prestigious partners such as Harvard and Yale.

By considering how imagery and messaging work together to reach potential students, my work has improved the process in which we advertise to prospective customers throughout the marketing funnel.

The Martin Agency
Freelance Designer | June 2019 – July 2019
Collaborating with the agency's creative team and the UPS marketing department, I redesigned the new look and feel of static and animated web banners that will be displayed across markets in the U.S. and U.K.

EAB
Web Designer | Jan. 2018 – July 2018
Designing and coding with HTML5, CSS3 and Sass within a content management system, I worked collaboratively with Art Directors and Copywriters to create digital program applications, landing pages and email campaigns for clients in higher education.

Utilizing my graphic design background, I successfully created highly visual and user-centered, mobile-first designs which I then coded from scratch to give each program a customized look and feel.

Alton Lane
Graphic Designer | Feb. 2016 – Nov. 2017
Working as part of the marketing team for Alton Lane, one of the fastest growing and most innovative luxury clothing brands in America, I designed emails, webpages, digital ads, customer acquisition programs and printed collateral for showrooms across the U.S. I also worked as product photographer and retoucher, preparing web assets for the online store.

My works, such as direct mail and re-targeting display ads, resulted in a dramatic increase in revenue for the 2nd quarter of 2017 as well as improved conversion rates on the website by 11%.

Speedpro Imaging Richmond
Assistant Production Manager & Designer | May 2015 – Jan. 2016
I managed and worked within the production team of this large format print shop. Responsibilities included the design, production and installation of graphics such as vehicle wraps, trade-show display signage and wall graphics.

Having an understanding of print production and graphic design allowed me to quickly turn around high quality deliverables from consultation to installation.