

# LARA DOMINGUEZ

*designer.developer.photographer*

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## WORK | FREELANCE EXPERIENCE

✿ WEBMASTER & WEB DESIGNER  
*plantamusic.com | 2014-Present*

Responsible for the redesign, development, and 2016 relaunch of Planta's new music website built on Wordpress. Created photography and designed the album cover for two of the rock band's EP albums in 2014 and 2015 for print, merchandise and digital release. Designed and created newsletters for e-blasts. Photographed events and developed content for blog and social media. Recreated digital imagery branding and assets.

✿ WEBMASTER & WEB DESIGNER  
*marcelodominguezmusic.com | 09/2012-Present*

Responsible for the design, development, and regular update of the website. Create new pages, photography, blog content, and forms as needed. Design and oversee email marketing including the creation of dynamic e-blasts for multiple audiences, social media growth and copy and assets for website, blog, e-blasts and printed materials. Design booklets, business cards, event posters and several promotional materials for print.band's EP albums in 2014 and 2015 for print, merchandise and digital release. Designed and created newsletters for e-blasts. Photographed events and developed content for blog and social media. Recreated digital imagery branding and assets.

✿ DESIGNER  
*Balik-Dominguez Duo | 2015*

Created photography and designed the album cover for the duo's contemporary jazz album for digital release in 2015. Created webpage for media streaming and e-commerce for sale of the EP.

## SKILLS

✿ Proficient in Adobe Creative Suite Applications (Photoshop, Illustrator, InDesign, After Effects, Premiere, Light Room)

✿ Experience in UX design, Wordpress development, mobile app design, HTML, CSS and PHP

✿ Experience with CMS and e-commerce platforms (Wordpress & Squarespace Commerce)

✿ Advance knowledge of Excel and working knowledge of various Microsoft Office Suite Applications.

✿ Extensive knowledge of email management platform (MailChimp) including building and designing templates

✿ Experience in writing for short form media (social media), photography, editing, blogging

✿ Google Analytics & other social monitoring tools,

✿ Strong knowledge of photography, post-processing and photo retouching.

## EDUCATION

✿ B.S. DESIGN | *Degree in progress*

THE CITY UNIVERSITY OF NEW YORK  
QUEENS COLLEGE

Expected graduation April 2018

✿ B.A. ENGLISH + DRAMATIC ARTS

THE UNIVERSITY OF CALIFORNIA  
AT BERKELEY