JM Peralta

UI / UX Designer | HTML Email Developer

📍 Parañaque, Philippines
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Education

Manila Tytana Colleges — BS Information Technology   📅 2013 - 2018

Experience

Freelance — Graphic Designer   📅 MAR 2024 - PRESENT

`Photoshop` `Illustrator` `Figma` `UI Design`

- Developed a range of visual assets, including icons, sales models, and website elements, tailored to meet the unique requirements of each client.

Hedy Philippines Inc. — OLA Developer   📅 SEP 2021 - PRESENT

`Adobe Campaign Classic` `HTML` `CSS` `JavaScript` `Email On Acid` `Litmus`

- Selected as a part of the team that took part in the transition of the EDM deployment process for GM from their old platform to Adobe Campaign.
- Developed EDM templates as part of the CRM strategy of MRM-DET for their biggest client General Motors. Part of the team that developed an approach for efficiencies in creating EDM templates.
- Clients: *MRM-DET (GMC, BUICK, ACDELCO, CADILLAC, OVI, FLEET, RECALL, CHEVROLET, CPO, VPP), MRM-NY (SUBWAY), NFCU*

Leekie Enterprises Inc. — Web UI / UX Designer   📅 DEC 2018 - SEP 2021

`UI / UX` `Figma` `XD` `Photoshop` `Illustrator` `After Effects`

- Interpret needs, objectives, and direction from multiple sources of input to ensure design concepts meet brand standards and business goals.

Certification

Adobe — Adobe Campaign Classic Business Practitioner   📅 MAR 2023

- The Adobe Certified Expert - Campaign Classic Business Practitioner certification is the industry-recognized validation of one's proficiency in Adobe Campaign.

Skills & Tools

Underline indicators   `Frequently Used` `Occasionally`

Languages

`HTML` `CSS` `JavaScript`

Tools & Software

`Figma` `Photoshop` `Illustrator` `XD` `After Effects` `Blender`
`VSCode` `GitHub` `Bitbucket` `Adobe Campaign Classic` `Wordpress`
`Canva` `CapCut` `Lightroom` `Notion` `Jira` `Trello` `Slack`

Skills & Attributes

`UI / UX` `UI Design` `UX Design` `Web Design` `Graphic Design`
`Wireframing` `Prototyping` `Team Collaboration` `Problem Solving`
`Attention to Detail` `Client Relations` `Creativity` `Innovation`
`Photography` `Videography`

Reference

Brigs Alfonso — Software Engineer

- Freelance Software Engineer
  +63 956 694 8349

Mae Orgasan — Digital Marketing Specialist

- GMA Productions Inc.
  +63 956 895 9312