

JM Peralta

UI / UX Designer | HTML Email Developer

📍 Parañaque, Philippines

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 /jmperaltaaaaaa



Education

Manila Tytana Colleges — BS Information Technology

📅 2013 - 2018

Experience

Freelance — Graphic Designer

📅 MAR 2024 - PRESENT

   

- 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

     

- 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

     

- 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

 

Languages

  

Tools & Software

     
    
      

Skills & Attributes

    
   
   
 

Reference

Brigs Alfonso — Software Engineer

- Freelance Software Engineer
+63 956 694 8349

Mae Orgasan — Digital Marketing Specialist

- GMA Productions Inc.
+63 956 895 9312