Ricardo Ervey Sanchez

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Skills

- **Web & UX**: HTML, CSS, JavaScript, UX Design, Responsive Web Design
- **Design**: Illustrator, Photoshop, Figma, Canva, InDesign
- **Motion**: 2D/3D Animation, After Effects, Blender, Video Production & Editing
- **Marketing & Analytics**: Google Analytics, SEO
- **Soft Skills**: Creativity, Storytelling, Attention-to-Detail, Adaptable, Mission-aligned

Experience

Arts for Art, New York City
Creative Lead   10/2024 - Present

- Lead the creative direction for the organization's digital and print presence across 10+ marketing channels, including the design and upkeep of websites for three annual festivals and year-round concert programming.
- Oversee a team of 3, managing design workflows and timelines for web and media production.
- Designed, developed, and launched FreeJazz.nyc, an interactive digital map built with HTML, CSS, JavaScript, and Google APIs, enhancing community engagement and supporting grant acquisition (currently in progress).
- Coordinate cross-departmental communication to align branding, UX, and marketing goals.

Web Developer   10/2023 - 10/2024

- Spearheaded a full website redesign project, leading a cross-functional team through a 7-month UX-focused rebuild.
- Collaborated on user research and usability testing to inform web architecture, layout, and features.
- Implemented responsive layouts and SEO-optimized content, improving site performance and user experience.
- Coordinated rollout phases and tracked site engagement through Google Analytics to drive continuous optimization.
- Transitioned into Creative Lead role following a successful 7-month redesign project.

RMB Vivid, Seattle
Graphic Design Intern   06/2021 - 07/2021

- Supported web and environmental design projects for regional institutions, including the University of Oregon and University Village Mall.
- Created wireframes, interactive mockups, and brand-aligned graphic assets in Sketch to support web and signage projects.
- Gained foundational experience in integrating visual design principles into web UI/UX contexts.

Education & Certification

- **Parsons School of Design, New York City NY** • Strategic Design & Management (Incomplete BBA)
- **FreeCodeCamp Responsive Web Design** • Certification (2024)