Shari Afuso

shariafuso.github.io

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EXPERIENCE

April 2017 - Present

VIZIO
Web Designer | Irvine, CA

- Design web banners for VIZIO.com and resizes for retailers, including Walmart, Costco, and Best Buy.
- Design and code responsive landing pages in Magento (HTML, CSS, JavaScript).
- Design digital creative for corporate campaigns, including social media, email, and web banners.
- Build syndicated content for retailers through CNET.
- Code customized monthly recaps for reward program members using Crowdtwist's API (PHP).

July 2016 - April 2017

VIZIO
Web Design Intern | Irvine, CA

- Designed web banners, social assets, and emails.
- Designed and coded responsive landing pages.
- Photographed Fandemonium rewards for VIZIO.com.
- Built a PPT macro to automate customization for retailer PPTs.
- Analyzed live chat data for VIZIO.com for potential optimizations in user experience (Excel).

Jan 2016 - Dec 2016

FREELANCE
Graphic and Web Designer | Orange County, CA
Clients include: Wargame Theory, ZAPNE

- Built responsive landing pages in Shopify.
- Designed web banners and print marketing collateral.
- Created email newsletters in MailChimp.

Sept 2015 - Jan 2016

ADZEDIA
Graphic and Web Designer | Irvine, CA
Clients include: Yakult, Pita Pita, TH2 Tech, Sunshine Girls Boutique, Link-U, Chic Metropolitan

- Designed and built responsive WordPress sites.
- Designed web banners and social media assets.
- Designed and coded weekly email newsletters in Vertical Response.

SKILLS

- **Photoshop & Sketch:**
  web banners
  landing page mockups
  email assets
  photo editing
  social media assets

- **HTML, CSS, Javascript, Bootstrap, Magento:**
  responsive landing pages

- **GSAP:**
  basic HTML5 web banners

- **Illustrator:**
  brochures
  postcard

- **InDesign:**
  book design

- **MailChimp, Vertical Response:**
  email design
  email development

- **Canon 5D Mark III:**
  product photography

EDUCATION

University of San Diego
(May 2015)

- B.A. in Visual Arts, Minor in Computer Science
- Magna Cum Laude