

TERENCE ABSOLON

Digital Designer & Front-End Developer

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PROFESSIONAL SUMMARY

Digital Designer and Front-End Developer with 6+ years of experience delivering high-performing web, email, and digital campaign experiences. Proven ability to design, build, and optimize HTML/CSS assets aligned with engagement and usability goals. Experienced in cross-functional collaboration, analytics-informed iteration, and remote-first environments.

CORE SKILLS & TECHNOLOGIES

- Digital Engagement & Campaign Design
- HTML5 / CSS3 Email Development
- Responsive Web Design & Accessibility Basics
- Figma & Adobe Creative Cloud
- JavaScript (ES6 Fundamentals)
- CMS & Marketing Platforms (Bloomreach)
- A/B Testing & Performance Optimization
- Cross-Functional Collaboration & Agile Workflows

PROFESSIONAL EXPERIENCE

Graphic & Web Designer (Remote) – AMain.com / PerformanceBike.com

September 2019 – Present

- Led end-to-end design and front-end development of web pages, landing pages, and HTML email campaigns supporting a high-traffic e-commerce platform.
- Built, tested, and deployed HTML/CSS email templates optimized for cross-client compatibility and responsive performance.
- Collaborated with marketing, content, and analytics teams to iterate on campaign assets based on engagement and usability insights.
- Standardized reusable design and front-end components, reducing production time by approximately 25%.
- Managed digital assets and workflows using Figma, Bloomreach Engagement, GitHub, and Asana.

Graphic Designer (Freelance – Remote) – Duluth Trading Company (AKHG)

August 2022 – December 2024

- Designed catalog layouts, apparel graphics, and marketing assets for national retail campaigns.
- Collaborated with photographers and production teams to prepare print-ready deliverables under tight deadlines.

Dietetic Intern Analyst – Graphic Design – Heali AI Corp.

May 2019 – September 2019

- Created animated marketing assets and branding materials for AI-driven nutrition products.
- Supported webpage design updates and digital asset management.

EDUCATION & CERTIFICATIONS

Bachelor of Arts: Undergraduate Majors: Art History and Visual Studies, UVic (Current Student)

Associate's Degree – Applied Arts (Graphic Design), Madison Area Technical College

Certificate – Computer Support Technician, Butte College

Cisco IT Essentials Certification | Building Modern HTML Emails

LANGUAGES

English (Native/Bilingual) | Afrikaans (Native/Bilingual)