



T S E R I N G P E M B A

C O N T A C T S

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E D U C A T I O N

Queens College June 2022
Bachelor of Fine Arts: Design
LaGuardia Community College June 2016
Associate in Science: Liberal Arts Math & Science

T E C H N I C A L S K I L L S

Front End: React, HTML, CSS, JS, JQuery, Redux, CMS, Bootstrap, Material UI
Back End: Node.js, MongoDB, Express.js
Design: Adobe CC, Miro, Figma, inVision, Behance,
Tools: Git, VsCode, Jira, WordPress, Canva, Wix

E X P E R I E N C E

HYOLMO SOCIETY OF AMERICA | WEB ADMIN March 2023 - Present

- Led end-to-end development of HSA's [website](#) using WordPress, leveraging templates, plugins, and a Content Management System (CMS) for seamless design and functionality, resulting in a significant impact with a daily reach of 100+ viewers.
- Implemented CSS and JavaScript to optimize the website's responsiveness and features.
- Created web content in coordination with executives, analyzed search engine optimization (SEO), and adhere to UI/UX principles to enhance website visibility, reach, and overall design.

CREATIVE FREELANCE January 2019 - Present

- Actively pursuing freelance opportunities, offering expertise in web design, branding, graphic design, and web development, to deliver unique and customer focused solutions.

P R O J E C T S

PEAK SPEAK | App Design, Case Study [View in Site](#)

- Engaged in a comprehensive UX case study, emphasizing user-friendly learning through bite sized lessons and conducted user interviews and competitive analysis to define key features.
- Defined a target persona and mapped out their user journey, ensuring seamless integration into their daily routine.
- Developed a user flow chart and interactive prototypes, optimized app usability, enhancing the user experience, and visualizing functionality.

THE GHOST CLAN | Branding and Web Design [View in Site](#)

- Executed branding project for NYC-based music group, The Ghost Clan, encompassing logo design, web design, and merchandise creation using Adobe XD, Photoshop, and Illustrator.
- Successfully delivered a cohesive brand identity including caps, t-shirts, hoodies, business cards, and a visually appealing website.
- Designed website using Adobe XD, contributing to their online presence and brand image.

C E R T I F I C A T E S

Foundations of User Experience (UX) Design | Coursera | May 2022