

Knowledge

Software: Adobe CC: Photoshop, Dreamweaver, Illustrator and InDesign. Familiarity with Adobe After Effects CC and Sketch for UI Design. Microsoft Office. Slack. Trello. Jira. Mac/PC literate.

Programming: Hypertext Markup Language (HTML), Cascading Style Sheets (CSS), Bootstrap 4, Responsive Email. Familiarity with: Javascript, basic Structured Query Language (SQL) and JQuery Libraries.

E-Commerce Front-End: Sharepoint.

Content Management System (CMS): Sharepoint and Hubspot.

Marketing and Customer Relationship Management (CRM): Salesforce Marketing Cloud (Content Builder), PostUp, Cheetahmail, Hubspot, Social Media, basic Exact Target, Web SEO and Optimization.

Miscellaneous Skills: Video Editing, Project Presentation, Photography and Drawing.

Education

Gnomon School of Visual Effects

- Level 1 Motion Graphics Design (2011)

Miracosta College

- Certificate in Web Design (2007)

California State University of Long Beach - Bachelor of Arts in Studio Arts

- Concentration: Graphic Design (2004)
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Experience

Email Marketing Automation | Experian Consumer Services | Costa Mesa, CA

Mar 2015 - Oct 2019

- Technology Lead (Mar 2018 - Oct 2019)
- Email Marketing Automation Specialist (Mar 2015 - Mar 2018)

Experian Consumer Services, under the Experian brand, is a division that handles marketing and business services to clients, whether it's business to business or business to consumers. I was responsible for the development, testing and deployment of emails, including generation of reports.

- Managed projects with the Agile method and the use of Jira ticketing system: Sorted incoming projects on the backlog based on priority, communicated to stakeholders about required assets and data population files, estimated capacity and delivery timelines and communicated with stakeholders to QA (Quality Assurance) projects for revisions or updates.
- Managed PostUp and Cheetahmail email marketing software: Supported service (triggered) emails, delivered ad-hoc (marketing, data breach and customer) emails, set up recurring emails, conducted A/B testing and observed the analytics and reports.
- Developed responsive emails using Hypertext Markup Language (HTML) and Cascading Style Sheets (CSS) while checking the consistency of design and layout using Litmus software, Return Path software and occasional mobile devices for real-time tests for mobile, desktop and web browser view.
- Familiarity with Salesforce Marketing Cloud's Content Builder feature to create modular HTML emails.
- Managed population files and deployed email consistently on required and/or large population count or segment.
- Sent reports to stakeholders to determine email delivery success (Open Rate, Bounce Rate, Scheduled, Delivered, Click-Through Rate, and other applicable reports).
- Collaborated with cross-functional teams: Marketing/creative, quality assurance, database engineers, web developers, tech support, product owners, regulatory, stakeholders and UI (User Interface) designers.
- Supported B2B (Business to Business) and B2C (Business to Consumer) marketing and/or service email initiatives with partner clients like AAA, American Express, Costco, Discover, Wells Fargo, and USAA.
- Supported UX Design production tasks and one project: Prepared production files, conducted research, site map, wire frame, prototype, and high fidelity design using Sketch software.

Web Graphic Designer | Biolase.com | Irvine, CA

Nov 2012 - Jan 2015

Biolase is a medical device company that develops, manufactures, markets and sells high-end dental and medical devices, focusing on laser systems in dentistry and medicine, in addition to dental imaging equipment. I reported to a creative director, creating end-to-end marketing solutions.

- Assisted in web design initiatives through wire frames, high fidelity designs and coded the designs for web production using Hypertext Markup Language (HTML) and Cascading Style Sheets (CSS). These designs were implemented in the Sharepoint company website pages and Hubspot marketing landing pages.
- Assisted the social media content manager with high-volume marketing efforts, achieving 100k likes on the company's Facebook profile in just three months, through creative advertising posts and the support of Hubspot email marketing platform. Advertising banners were also applied in other marketing channels.
- Supported video marketing initiatives with the use of motion graphics and video editing for projects including instructional videos, product launches, company announcements, client promotions and social media.

- Conducted photography sessions for company events, advertising, employee profile, company product, medical procedures and company website.
- Designed print projects for magazine advertising, fliers, event collateral, forms, brochures and posters.

Web Graphic Designer | RevolveClothing.com | Cerritos, CA

Oct 2011 - Oct 2012

Revolve Clothing is an e-commerce shopping website selling high-end brand clothes for men and women. I was a web graphic designer during my time with Revolve Clothing (and also its sister company, Forward) creating web marketing solutions.

- Designed email campaigns and managed email tests and segmentations using Exact Target email management.
- Managed web production and maintenance of the company e-commerce store through daily email promotions, product photography and editing.
- Designed marketing and advertising banners for company e-commerce store and other external marketing channels (Facebook, Monetate and fashion blog websites).
- Assisted in coding website landing pages and tested visual design consistency on all major web browsers.
- Assisted on product development tasks: Motion graphics video and branding, design and code UI (User Interface) and form updates for the website.
- Assisted in product photography (retouched raw model photos).

Web Graphic Designer | Cybertegic.com | City of Industry, CA

Jan 2009 - Oct 2011

Cybertegic is a full-service digital marketing agency that helps businesses grow online. I was a part of a marketing team that helped establish a client's brand and business through e-commerce site design and development, including brand marketing collateral.

- Provided art direction and high fidelity designs of websites/e-commerce sites for new clients.
- Implemented final front-end design of website/e-commerce using Hypertext Markup Language (HTML) and Cascading Style Sheets (CSS).
- Provided art direction for company branding (logo, packaging, email campaign, etc).
- Maintained existing client websites/e-commerce sites.
- Hired and trained two interns, coordinated their tasks and priorities.

Web Graphic Designer | Tonerboss | Brea, CA

June 2007 - Jan 2009

Tonerboss is a leading retailer that specializes in premium compatible toner cartridges for well-know brands. I was responsible in establishing the company's brand and business through e-commerce site design update and maintenance, including brand marketing collateral.

- Provided art direction and designs for marketing purposes.
- Maintained and updated all company's multiple websites.
- Provided art direction for company branding (logo, packaging, email campaign, etc).
- Updated product database and product photography.
- Shot and edited video for product-related tutorials.

Earlier Career

Web Master | King's Steel Detailing | Oceanside, CA

Oct 2006 - June 2007

Graphic Designer | Beta Color | Rancho Cucamonga, CA

April 2006 - Oct 2006

Graphic Designer | Shonfeld's | Santa Ana, CA

June 2004 - April 2006