



PROFESSIONAL EXPERIENCE

Lead Web Designer

April 2011 – Present

InPlace Marketing *Tampa, FL (Full-Time)*

Specialize in creating custom WordPress solutions and services for various clients and industries.



WordPress Process: install, purchase theme and customize using Elementor and HTML/CSS, graphics optimization, thorough cross-browser/device testing before launch, connect site to Google Suite, documentation creation for client hand off

Responsible for a multitude of projects including sending and designing e-mail marketing materials, interactive PDFs, landing pages, and operating various CMS programs including Sitecore and Eloqua. Ability to manage these diverse projects without sacrificing quality. In-depth understanding of industry best practices and standards for delivery of quality products.

Freelance Web Designer

Sept 2010 – Present

Self- Employed (Per Diem)

Independently develop WordPress sites and effective CMS solutions that consistently exceed the client's expectations. Responsible for identifying project scope, estimating projected cost and efficiently managing own deadline, while accommodating new client feedback.

Graphic Design/Web Design Intern

Sept 2010 – Dec 2010

Cristian Rivera Foundation *New York City, NY*

Managed five internal websites with the responsibilities of editing graphics for web, updating multiple WordPress blogs and interactive banners, and creating events and calendars.

Graphic Design Intern

June 2009 – Aug 2009

Sharp Left *New York City, NY*

Assisted in the rebranding of a restaurant franchise through logo and website redesign, as well as creating new in-store marketing material. Responsibilities included producing preliminary comprehensive layouts, editing and then developing compositions for final printing.



EDUCATION

University of Tampa

May 2010

Bachelor of Fine Arts in *Graphic Design*
Minor in *Electronic Art Media and Technology*

Graduated *Magna Cum Laude*: 3.83 GPA
Dean's List : 6 semesters



WEB/PROGRAMMING SKILLS

- ✓ WordPress
- ✓ CSS/HTML
- ✓ Cross-Browser/Device Testing
- ✓ Responsive Design
- ✓ Elementor
- ✓ Sitecore



DESIGN TOOLS

- ✓ Adobe Dreamweaver
- ✓ Adobe Photoshop
- ✓ Adobe InDesign
- ✓ Adobe Illustrator
- ✓ Adobe Acrobat



OTHER ESSENTIALS

- ✓ Mac OS
- ✓ Microsoft Office
- ✓ Windows
- ✓ Asana/Wrike
- ✓ Google Analytics
- ✓ Google Tag Manager
- ✓ Google Search Console