

## MY WORK EXPERIENCE

### DIGITAL DESIGNER | CATALYST MARKETING (2017-2022)

- Contributed to the successful completion of more than 20 website projects, utilizing tools such as Photoshop, XD, and WordPress. Collaborated closely with web developers to ensure optimal web functionality, usability, and rigorous testing. Conducted client training sessions, empowering them to independently manage and update their websites.
- Craft cohesive email templates aligned with clients' branding guidelines. Periodically develop animated email GIFs for promotional campaigns, enhancing subscriber engagement.
- Create banner ads, social media advertisements, digital billboards, TV plasma ads, and diverse digital assets.
- Engage in branding, concepts, print ads, signage, brochures, billboards, window decals, and other print items.
- Create small-scale video projects for internal and client purposes. Involved in storyboarding for TV spots.
- Deliver presentations of work to internal teams and clients. Proficiently incorporate feedback to tailor designs to client requirements. Collaborate with the creative team on various design projects.

### WEB DESIGNER | FRESNO STATE STUDENT HOUSING (2015-2017)

- Managed and updated organization's website using CMS (WordPress and Concrete5) and orchestrated TV digital signages through Rise Vision.
- Led website redesign initiative, achieving mobile responsiveness for enhanced user experience, benefiting residents and potential residents.
- Crafted main screen digital signage utilizing HTML, CSS, and APIs, supplemented with Adobe Illustrator graphics, displayed across dormitory TVs featuring date, time, weather, Twitter feed, events, and news.
- Designed flyers, brochures, and social media content with Adobe Illustrator to effectively communicate news and events within student housing.
- Elevated web usability by resolving issues and persistently seeking ways to enhance user experience.
- Contributed to online forms, photography, and video production efforts.
- Collaborated closely with marketing team to devise promotional strategies and event plans.
- Provided responsive phone support and conducted on-campus student housing tours.

## MY SKILLS & EXPERTISE

### SOFTWARE

Adobe Photoshop  
Adobe XD  
Adobe Illustrator  
Adobe Indesign  
Adobe Premiere Pro  
Adobe After Effects  
Adobe Acrobat  
CMS: WordPress/Shopify  
Microsoft Office  
Google Analytics  
Google Apps

### EXPERTISE

Web Design  
UI/UX Design  
Graphic Design  
Video Editing  
Animation  
HTML and CSS  
JavaScript Basics  
ADA/SEO Practices  
Email Design  
Ecommerce  
Social Media Ads

### SOFT SKILLS

Problem-Solving  
Communication  
Organized  
Multi-tasking  
Team Player  
Time Management  
Detail-Oriented

## MY EDUCATION

**California State University of Fresno**  
2012 - 2017

**BFA in Graphic Design**  
**(Interactive Multimedia Design)**

*2x Dean's List, 4x President's List,  
3x Fresno ADDY Award Recipient*