

Web, Graphic & UI/UX Design, Content Management

TECHNICAL KNOWLEDGE:

Proficient in Adobe CC (Photoshop, Illustrator, InDesign, Dreamweaver, Captivate, Animate, Muse, & Acrobat PRO), HTML5/CSS3, Bootstrap, JavaScript, unbounce, MailChimp, SharpSpring, InfusionSoft, CMS programs including Drupal, WordPress, & Sharepoint, Familiar with JQuery & PHP

DESIGN KNOWLEDGE:

Front End Web Development, Content Management, UI/UX Design, A/B Testing, QA/UAT Testing, Landing Page Design, Technical Writer, Logo Design, Email/Brochure/Flyer Templates, Web Invites & Illustrations

EDUCATION:

Columbia College, Bachelor of the Arts (Interactive Multimedia)

Chicago, IL, June 2002

EXPERIENCE:

OKO DESIGN SOLUTIONS

Freelance Web / Graphic / UX /Content Designer

Phoenix, AZ, March 2018 – Present

- Design, manage and maintain client websites.
- Create custom web pages from WordPress themes.
- Write & edit code using HTML, CSS, JavaScript and PHP.

Blue Anvil Marketing

Creative Solutions Specialist

Scottsdale, AZ, March 2017 – March 2018

- Develop, execute & oversee all creative elements; including all web, digital, social & print media.
- Update & monitor content across all websites. Design, develop & code as necessary for brand blogs, lead gen forms & email subscriptions. Create/edit websites in WordPress, HTML, CSS, JavaScript & PHP.
- Work closely with Engineering to update/create Client blogs, lead gens & contact forms to ensure continued growth as business evolves and grows.
- Execute UTM custom tracking for advanced marketing strategies. Manage QA & ensure script is working correctly.
- Implemented Google AdWords & Facebook Pixel code in our client sites to effectively monitor & track website traffic & analytics, increasing lead generation & conversion rates.
- Created organic & paid social to promote brands & generate leads.
- Manage the visual representation of brands through images, content, styling, creating working lead gen forms from scratch, etc.
- Design variations of content for A/B Testing. Working with marketers to create engaging content. QA all work before pushing to Production.
- Responsible for creating & designing emails, landing pages, digital ads, brochures, presentations, flyers, curriculum guides, posters, HTML/CSS coding when needed.

OKO DESIGN SOLUTIONS

WHERE CREATIVITY & INNOVATION IS THE STANDARD.

AZTV**Website Content Manager**

Phoenix, AZ, October 2016 - December 2016 (Contract Work)

- Development, implementation & maintenance of the company's website.
- Enforce content & display standards.
- Develop site navigation to maximize traffic through content & the site.
- Regularly update the site through 'fresh' graphics & content. Coordinate with copywriters, video production staff & graphic artists to develop site content.
- Monitor performance & results on the site. Identify & evaluate improvement options.
- Collect, analyze & summarize data & trends to increase traffic & web sales.
- Generate 'opt in' website functionality & email campaigns that funnel traffic back to the site.

Brookfield Global Relocation Services (formerly Prudential Relocation)**Web Development Analyst / Content Management / Graphic Design**

Scottsdale, AZ, October 2007 - May 2016

- Design, build & implement new Sharepoint Relocation Portal during the merger of Brookfield & Prudential Relocation Services. Hand coded HTML & CSS.
- Manage & implement customized content, graphic requests & site builds for internal & external Clients.
- QA & UAT test monthly deployments. Create UAT test scripts.
- Generate site architecture & analytics by creating style guides, page schematics & site maps.
- Manage client relations, consistently meeting & exceeding their needs regarding the management of their internet presence within our client portal.
- Liaison to various teams within the organization (QA/Dev/Engineering/etc.) that helped to support all aspects of our client's technology needs.
- Create & modify online technical tutorials.
- Design, develop & manage promotional, marketing & presentation material for internal Marketing team.
- Advise web development team of design standards & corporate identity for Prudential Relocation.

High-Tech Institute, Inc.**Corporate Program Manager of Graphic Design****Graphic Design Instructor / Curriculum Developer / Instructional Designer**

Phoenix, AZ, August 2005 – October 2007

- Create, maintain & manage Graphic Design Program curriculum for all 9 campuses throughout the USA from the corporate office. Manage adjunct faculty to guarantee education excellence.
- Instruct various online graphic design courses to students with an emphasis on print & web design.
- Participate in Advisory Board Meetings.

Fountain Hills Montessori Charter School**Art & Technology Teacher / Global Server Administrator (K-8th grade)**

Fountain Hills, AZ, August 2003-2005

- Introduce children to the elements of art & principles of design, educate students on computer programs.
- Global Administrator for the schools Macintosh server performing regular maintenance and resolving server issues