MY **CAREER GOAL**

As a digital designer and developer with over 25 years of experience, I have a diverse skillset from both front-end and back-end development positions. My goal is to obtain a position in a challenging and creative environment, with a focus on teamwork, personal growth and a love for beautiful design to engage our customers.

TECHNICAL **COMPETENCIES**

|  |  |
| --- | --- |
| Demandware / Ecommerce Cloud (6 years) | Adobe Photoshop (10+ years) |
| Adobe Illustrator (10+ years) | Adobe Dreamweaver (10+ years) |
| Javascript (10+ years) | Digital / Responsive Design (10+ years) |
| Print Media Design (10+ years) | E-mail Design (10+ years) |
| HTML / HTML5 (10+ years) | CSS / CSS3 (10+ years) |
| JQuery (7 years) | PHP (10+ years) |
| MSSQL (10+ years) | Shopify (2 years) |
| Adobe InDesign (10+ years) | Microsoft Office Suite (10+ years) |
| GIT SCM (3 years) | Windows, Macintosh, Linux OS (10+ years) |

CORE **COMPETENCIES**

* Ability to gather, organize and structure ideas in a logical and effective way to ensure a successful transition of projects from concept to completion.
* Knowledgeable about the set-up, execution and following up of A/B testing on the Demandware platform and the email service providers, Exact Target and Bronto.
* Establish personal workflows and accountability programs to ensure that all projects are completed on time and meet or exceed expectations.
* Proactively lead the creative process for projects from in-take and review of collateral requests to execution prioritization (including the management of expectations for delivery), concept development, design, layout, production, and approvals.
* I work well with others to ensure projects adhere to any calendar goals and provide well-thought out solutions to any risks or downstream implications.
* Provide creative and innovative approaches to problem solving while under challenging deadlines.
* Work both independently and under the direction of Creative Director, assisted the Creative Director with additional tasks related to brand design and marketing.
* Encouraged, planned and coordinated weekly meetings to discuss strategies and to overcome shared obstacles.
* Successful at working in a team-based environment, or as an individual, in order to meet specific goals and deadline requirements.
* Knowledgeable about the importance of brand development and design in order to successfully promote and increase business recognition.
* Understanding of the creative, design and technical processes that go into building a successful digital campaign from concept to completion.
* Disciplined and focused, with a willingness and ability to quickly comprehend and learn new concepts and technologies.
* Organized charity events that encouraged and streamlined the participation from a large number of individuals.

PROFESSIONAL **EXPERIENCE**

*Perry Ellis International* - 3000 NW 107th Avenue, Miami FL 33178

PERRYELLIS.COM | CUBAVERA.COM | CALLAWAYAPPAREL.COM

SENIOR E-COMMERCE DESIGNER June 2013 — present

* Developed solutions for UI/UX issues that included the use of both Javascript and JQuery, on newly created code and legacy code.
* Provided creative direction for design assets targeted at increasing customer interaction with the Perry
Ellis brand and encouraging repeat visitations to meet or exceed sales goals.
* Partnered with brand owners, marketing researchers and content strategists to oversee the user experience and design of campaigns from concept through launch.
* Worked through complex problems to arrive at simple, impactful design solutions that encouraged brand promotion and recognition through different media platforms.
* Designed and developed email marketing campaigns using the Adobe Creative Suite to increase the visibility of the Perry Ellis brand though various Email Marketing platforms.
* Developed a deep understanding of brand design systems for use in digital marketing platforms.
* Communicated effortlessly with others to refine and build our creative vision into a successful selling campaign and rebranding, increasing the Cubavera Brand sales year after year.
* Worked directly with the Marketing Department to design targeted marketing assets for demographic specific campaigns.
* Created layouts and roughs for digital and print media promotions for the global brand of Perry Ellis.
* Researched new and developing design patterns and standards to keep a renewed interest in the usability and aesthetic uniqueness to the brand through UX testing.
* Developed E-Commerce campaigns and promotions using the Adobe Creative Suite to showcase custom built homepages and banner advertising.
* Leveraged the use of mobile design to promote and sell a wide variety of products and fashion styles across multiple devices.
* Mentored and inspired other designers by giving and soliciting feedback in order to continually raise our bar for quality.
* Develop strong collaborative relationships with cross-functional team leadership with a focus on brand marketing leaders.
* Incorporated ADA compliance standards for user experience and campaign graphic experiences.

*Total Concept, Inc.* - 1707 NE 6th Street, Cape Coral FL 33909

WEBMASTER / SENIOR DEVELOPER February 1998 — June 2013

* Maintaining a dedicated Windows 2000 Webserver for maximum up-time, with a weekly maintenance schedule for optimal performance.
* Utilized IIS 7.0 to implement and connect client websites to the World Wide Web.
* Utilized Microsoft SQL 2014 and Microsoft SQL Server Management Studio to maintain and build data sources for client usage in record-keeping and custom e-commerce platforms.
* Developed and maintained client E-commerce and static websites using the Macromedia/Adobe Coldfusion platform and technologies such as Javascript, PERL and CSS.
* Implemented the use of Magento to build and support client E-commerce projects.
* Developed and implemented the use of Wordpress templates for Content Management services for clients.
* Developed custom Content Management Systems for clients with individually specific needs using the Coldfusion platform.
* Built and maintained Microsoft Access data sources for dynamic web design use for clients.
* Designed the layouts and functionality ­­­for client websites to ensure ease of use within the clients budget.
* Using design programs such as Adobe Photoshop and Adobe Illustrator, developed logos and other media for use in print and online.
* Managed projects from inception to completion, while maintaining constant contact with the client, and any individuals necessary to complete the project.

**EDUCATION**

*Pitt Community College* - Greenville, NC

**Major:** Pathway to AA degree in Computer Information Systems

June 2021 — Current Current GPA: 3.8

*Miami-Dade Community College* - Miami, FL

**Major:** Pathway to AA degree in Computer Information Systems

January 2019 — June 2021 Final GPA: 3.8

*Tampa Technical Institute* - Tampa, FL

**Major:** AS degree in Commercial Art

January 1995 — February 1997 Final GPA: 4.0