



EXPERIENCE

iHerb - Senior Visual Designer

April 2019 - Present · Pasadena, CA

- Collaborated with Art Director to explore concepts and iterate new responsive layouts.
- Prepared for creative feedback and review by exporting files.
- Created a banner/style design guide toolkit for country specific banners and other marketing assets.
- Created a product layout shot list for country specific top selling skus.
- Designed responsive homepage carousel banners and ads requested from stakeholders.
- Designed instagram, facebook, pinterest and snapchat banners and marketing assets.
- Worked with developers to ensure that all banners and visual elements are pixel perfect.
- Provided guidance, direction, and mentorship to other Designers.
- Kept in the loop on top of the latest design standards, changes & trends.

iamselj.com - Freelance Senior Visual & UI/UX Designer

January 2012 - Present · Sunnyvale, CA

Wolters Kluwer - Web Designer

April 2018 - April 2019 · Glendale, CA

- Ensured the technical feasibility of UI & UX designs.
- Maintained the company's e-commerce site.
- Participated in Sitecore & Wordpress CMS design decisions.
- Designed custom Wordpress sites for the companies OnDemand products.
- Managed an extensive library of the companies products via Insite.

Hogarth Worldwide (via WunderLand Group LLC) - Onsite at Apple - UI Designer

February 2018 - April 2018 · Sunnyvale, CA

- Updated product imagery and UI elements in Photoshop comps, and output web graphics.
- Structured UI comps to optimize efficient production design.
- Worked closely with PM's & developers to meet project goals and ensure file handoffs for localization.
- Provided build-ready design files in a timely manner while meeting quality standards.
- Reviewed final deliverables with an exacting eye, ensuring that layouts, images, and typography are flawless.

Google (via CDI Corporation) - UI Designer

September 2017 - December 2017 · Sunnyvale, CA

- Designed a Google consumer-facing product with a strong focus on usability, and Google's standards.
- Collaborated with Art Director, and other designers to explore concepts and iterate on design layouts.
- Worked multiple projects concurrently and shifted priorities to deadlines.
- Prepared for creative review by outputting files, preparing printouts and presenting files on foam boards.
- Provided build-ready design files in a timely manner while meeting quality standards.
- Reviewed final deliverables with an exacting eye, ensuring that layouts, images, and typography are flawless.

Nvidia (via Creative Circle) - Visual Designer

April 2017 - June 2017 · Santa Clara, CA

- Redesigned Geforce.com website in various responsive screen sizes.
- Designed various game ready campaign banners, email & landing pages for the company.
- Uploaded and managed finished assets in companies digital asset library.
- Worked multiple projects concurrently to meet business requirements and deadlines.

Mobilogix - UI/UX Designer

June 2016 - April 2017 · Irvine, CA

- Collaborated closely with the development team on designing and developing the companies product.
- Created personas, tasks for each personas and user flows.
- Designed and created sketches, wireframes and UI mobile screens for iOS and Android platforms.
- Created clickable and interactive mockups and prototypes for cross-platforms.
- Strictly followed companies branding guidelines.

EDUCATION

Academy of Art University, San Francisco, CA

2011 - 2016

Bachelor of Fine Arts in Web Design & New Media

SOFTWARE SKILLS

- Adobe CC
- Sketch
- Figma
- Balsamiq
- Principle
- Zeplin
- Invision
- Origami
- Workfront
- Basecamp
- Radar
- Confluence
- Jira
- Insite
- Asana
- Sublime Text 2

DESIGN SKILLS

- Product Design
- UI Design
- UX Design
- Visual Design
- Responsive Design
- Wireframing
- User Flows
- User Personas
- Principles of Design
- Layout Design
- Emphasis Design
- Android Design
- User Research
- Prototyping
- Website Design
- Digital Imaging
- Branding/Identity Design
- Video Design
- Typography Design
- Print Design
- Hierarchy Design
- Proportion Design
- Unity Design
- iOS Design

WEB SKILLS

- HTML5
- CSS3
- JQuery
- Javascript
- PHP
- MySQL
- Media Queries
- Wordpress
- Sitecore
- Elementor
- Bootstrap
- Foundation
- Matrilize
- JointsWP
- Opencart
- Shopify