



EXPERIENCE

Wolters Kluwer, Glendale, CA

Web Designer II (April 2018 - Present)

- Maintained site by updating content, copy and graphics; identifying and evaluating improvement options; introducing new technology; maintaining links.
- Building/editing within existing design.
- Product setup/metadata & asset management.
- Maintained and designed creative new email templates, banners, landing pages, etc.
- Executed on all types of marketing campaigns.
- Maintained an extensive library of e-commerce products, assets, and metadata.
- Worked collaboratively in a team environment.
- Strictly followed companies branding guidelines.

iamserj.com, Sunnyvale, CA

Freelance Designer (January 2012 - Present)

Hogarth Worldwide (via WunderLand Group LLC), Sunnyvale, CA

Graphic Production Artist (February 2018 - April 2018)

- Updated product imagery and UI elements in Photoshop comps, and output web graphics.
- Structured Photoshop comps to optimize efficient production design and localization workflows using slices, smart objects, and layer comps.
- Tracked and checked in web graphics using a version control system.
- Worked closely with producers, development, publishing, and international teams to meet project goals and ensure efficient file handoffs for localization.
- Reviewed final webpages and HTML email with an exacting eye, ensuring that graphics and layouts are flawless.

Google (via CDI Corporation), Sunnyvale, CA

Visual Designer (September 2017 - December 2017)

- Re-designed one or more of Google's consumer facing products.
- Presented the user interface visually so information was easy to read, easy to understand and easy to find.
- Strictly followed companies branding guidelines.
- Created a look consistent with all of Google while pleasing their users.
- Worked collaboratively in a team environment.
- Uploaded and managed finished assets in their digital asset library.
- Communicated effectively in a cross-functional product development team and presented ideas and designs effectively.
- Marketed and promoted the products and features so that the users understood what they're getting and what the benefits are.

Nvidia (via Creative Circle), Santa Clara, CA

Visual Designer (April 2017 - June 2017)

Mobilogix, Irvine, CA

UX/UI Designer (June 2016 - April 2017)

UX/UI Design Intern (May 2015 - May 2016)

Webati Design & Development, San Jose, CA

Visual Design Intern (November 2013 - May 2014)

SOFTWARE PROFICIENCY

- Adobe CC • Sketch • Sublime Text 2 • Balsamiq • Principle
- Invision • Fetch • Workfront • Basecamp • Radar

EDUCATION

Academy of Art University, San Francisco, CA

2011 - 2016

Bachelor of Fine Arts in Web Design & New Media

WEB PROFICIENCY

- HTML5 • CSS3 • JQuery • Javascript • PHP • MySQL • Media Queries
- Wordpress • Bootstrap • Foundation • Materialize • JointsWP • Opencart
- Sitecore

DESIGN PROFICIENCY

- Website Design • Responsive Design • Wire-framing • Digital Imaging
- Visual Design • UI Design • Type Design • Prototyping • Print Design
- Branding/Identity Design • Video Design