

Highlights of Qualifications

🏆 Experience

14 years
of experience

Web Design ●●●●● Print Design ●●●●● Management ●●●●

</> Programming Languages & Assets



🗨 Languages



Responsive Templates & Testing



LEGEND

Highest | Lowest
○○○○○ | ○

⚙ Frameworks

Foundation ●●●●

Bootstrap ●●●●●

/ CMS Programs

WordPress ●●●●●●

Joomla ●●●●

☁ Adobe Creative Cloud

Photoshop ●●●●●● InDesign ●●●●●●

Illustrator ●●●●●●

Professional Experience

✔ Strathcom Media | Web Designer | July 2016 - Present

Website: strathcom.com

- Managing daily responsibilities for the Web department along with the team lead.
- Leading, on-boarding and training Junior Web Designers, Web designers, interns and new employees.
- Designing and testing templates across devices such as desktop, tablet and mobile.
- Designing slides, banners, Google Display Ads, Facebook and Instagram Ads for OEM clients and car dealership across Canada.
- In charge of weekly audits to OEM brands sites to make sure compliance are been followed.
- Creating and writing internal workflow process for the Web team.
- Working on production installing, designing and creating new sites for car dealerships and OEM brand such as Mercedes-Benz Canada, Jaguar and Land Rover Canada, Volkswagen Canada, Kia Canada and so on.
- Liaison between Web department, marketing, content and sales department.

✔ Best Plumbing and Lighting | Marketing / Web Design | May 2015 - July 2016

Websites: bestplumbing.ca, shop.bestplumbing.ca, teago.ca

- Developed, re-designed responsive templates for websites on HTML5, CSS3, .ASPX along with a Senior Web Programmer.
- Uploaded products, customizing templates to fit the company needs on the online store by using Shopify online platform.
- Created and designed marketing material such as brochures, mail designs, postcards, business cards, logos and brand guidelines.
- Managed liaison between marketing companies and Best Plumbing to ensure the brand guidelines are followed.

✔ Alberta Motor Association (AMA) | Junior Web Designer | June 2014 - February 2015 (9 months contract)

Website: ama.ab.ca

- Updated web pages using HTML5 and CSS3.
- Designed, coded and tested responsive email templates on HTML5.
- Designed and developed web department guideline website using Foundation framework, HTML5 and CSS3.
- Re-designed desktop and mobile version layout of AMA Road Report mobile application along with the development team.
- Designed web banners for CAA rewards website.

✔ NAIT | Retail Services | August 2013 - June 2014

Website: shop.nait.ca

- Customer services: included helping clients with their technology needs and best recommendations suitable for each of them.
- Cashier: involved procedure with electronic scanners, cash registers and associated equipment.

✔ **Jackie Zambrano LLC. | Web Designer | January 2012 - August 2013**

Website: jackiezambrano.com

- Worked along with the Web Programmer on basic web development using HTML and PHP as main coding languages.
- Created art works for websites, multimedia, banners, social medias as well as printed and audiovisual material designs in English, Spanish and French.
- Managed marketing social media campaigns mainly on Facebook.

✔ **Datacenter1 Corp. | Web Designer | June 2011 - December 2011**

Website: datacenter1.com

- Updated and managed websites using content management system (CMS) on Joomla and WordPress.
- Advanced knowledge designing print material using Adobe Creative Suite CS5 (Illustrator, Photoshop, InDesign).
- Daily responsibilities included design and re-design logos, web banners, presentations, websites.

✔ **Educatrec, CA. | Graphic Designer | January 2011 - June 2011**

- Maintained, updated, styled and designed corporate websites using the languages English and Spanish.
- Managed and styled content on virtual platforms administrators such as: Joomla, WordPress and Moodle.
- Responsible for managing online material support in English for Atlantis University (Miami, FL, USA).

✔ **Cultural Care Au Pair | Au Pair | September 2009 - September 2010**

Website: culturalcare.com

- Provided daily care of three children. The mainly responsibility was providing them healthy nutrition on breakfast, lunch, dinner, snacks and desserts.

✔ **SO Concept Media, CA. | Web and Print Designer | December 2007 - July 2009**

- Created and designed websites, banners and multimedia.
- Print material design included: corporate identities and graphic standard manuals, billboards, magazines, brochures, posters, flyers, etc.
- Basic knowledge and work experience on Adobe AfterEffect and Premier.

✔ **Prosenal | Graphic Designer | July 2004 - November 2007**

Website: prosenal.com

- Provided responsible customer service and account handling.
- Created and designed print material such as: corporate identities and graphic standard manuals, billboards, magazines, newspapers, brochures, posters, flyers, etc.

Software Skills



Languages



Spanish: Mother language.



English: Advanced communication skills (second language).



French: Basic/Intermediate communication skills.

Education

Digital Media and IT - Web Design & Development

January 2014 - April 2016

The Northern Alberta Institute of Technology (NAIT)

ESL - English as a Second Language

September 2013 - December 2013

The Northern Alberta Institute of Technology (NAIT)

French Communication Skills

January 2011 – August 2012

Alliance Française

Bachelor Degree in Graphic Design,

September 2002 – August 2007

Universidad Rafael Belloso Chacín (URBE) - Venezuela