

Overview

- 5+ years of professional experience in UI/UX Design, Graphic Design, Digital Marketing Strategies, and Front-End Development
- Proficient understanding CSS, HTML, and Javascript
- Bilingual in English and Tagalog (Filipino)

Professional Experience

Art Director

(Oct. 2022 - Present)

Company: Strikepoint Media (Laguna Beach, CA)

- Designing marketing collateral for internal and client needs
- Design optimized landing pages and advertisements for marketing campaigns
- Wireframing, designing, and QA full website builds for clients in different industries
- Schedule, manage, and code email content for internal properties to monetize lists
- Collaborate with team mates and clients on design and marketing needs
- Manage miscellaneous projects including SEO, integrations, and front-end development

UI/UX Designer

(Nov. 2021 - Oct. 2022)

Production Specialist

(Dec. 2020 - Nov. 2021)

Marketing Coordinator

(Oct. 2019 - Dec. 2020)

Creative Design Specialist

(June 2019 - Sept. 2019)

Company: Co.tribute (Anaheim Hills, CA)

- Graphic designer and copywriter for client volunteer events and fundraisers
- Provide UI/UX design to platform team for review and implementation
- Deliver inline HTML files for email campaigns
- Organization of marketing packages, keynotes, brochures, and miscellaneous deliverables for current and potential clients

Marketing Associate

(July 2017 - June 2019)

Marketing Intern

(April 2017 - July 2017)

- Assist Sales & Marketing team with special research projects related to specific campaigns or events
- Coordinate the visual design and frontend development of company and project websites

Brand Marketing Intern
(April 2017 – July 2017)

Company: GLITTERINGS, Inc. / Eno, Inc. (Cypress, CA)

- Worked closely with the Marketing team to launch the in-house jewelry brand
- Supported the e-commerce and social media setup
- Collected and analyzed quantitative data from research and marketing campaigns
- Supported the in-house brand team with order processing, invoicing, shipping/receiving orders, website updates, customer service, and miscellaneous tasks
- Assisted on various short-term and long-term projects as needed

Education

B.A. Business Administration, Concentration in Marketing
(August 2013 – May 2017)

School: California State University, Fullerton

- Graduation Date: May 2017
- Courses completed include studies on advertising and promotional strategy, Internet marketing, brand management, professional etiquette, written and verbal communication, and financial accounting

Skills

The following list provides a brief summary of my skills and proficiencies:

- **Adobe Suite** – Acrobat DC, After Effects, InDesign, Illustrator, Photoshop, XD
- **Email Delivery** – Klaviyo, MailChimp, Sendgrid, Vero
- **Frontend Development** – HTML, CSS, Javascript, Wordpress, Shopify
- **Marketing** – Google Analytics, Google Tag Manager, Google Sheets
- **UI/UX** – InVision, Sketch, Unbounce