

Erika Alvarez

Portfolio: erikamalvarez.com
Email: akiremalvarez@gmail.com

Dear Hiring Manager,

As an experienced Art Director with expertise in branding, UI and UX, digital, and print design, I am confident that I can contribute to the success of your team.

As you can see from my resume, I have 7+ years of experience in the industry, with a focus on UI and UX design. Throughout my career, I have worked on a variety of projects, from developing brand identities to designing interfaces for digital products. I have a keen eye for design and a passion for creating engaging and effective visual experiences.

One of my strengths is my ability to lead and collaborate with designers and other team members. As a current Art Director at Strikepoint Media, I have managed a team of designers and provided guidance and feedback to ensure that our projects are delivered on time and on budget. I am known for my excellent communication skills and my ability to work collaboratively with clients to deliver designs that meet their specific needs.

I believe that my experience and skills would make me a valuable addition to your team, and I am excited about the opportunity to contribute to your continued success.

I invite you to review my portfolio at erikamalvarez.com to get a sense of my design aesthetic and the breadth of my experience. Thank you for considering my application. I would love to schedule a time to chat about any of my featured projects in my portfolio and look forward to hearing from you!

Sincerely,

A handwritten signature in black ink that reads "Erika Alvarez". The signature is fluid and cursive, with the first name "Erika" being more prominent and the last name "Alvarez" written in a more compact, flowing style.

Erika Alvarez

Overview

- 7+ 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)

- Oversee Digital Designers and Design Coordinators to ensure vision alignment on projects
- Design 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

Marketing Associate

(July 2017 – June 2019)

Marketing Intern

(April 2017 – July 2017)

clients

- 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
- **UI/UX** – Figma, InVision, Sketch, Unbounce