

# Erika Alvarez

**Portfolio:** [erikamalvarez.com](http://erikamalvarez.com)  
**Email:** [akiremalvarez@gmail.com](mailto:akiremalvarez@gmail.com)

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Dear Hiring Manager,

As an experienced Art Director with expertise spanning branding, UI/UX, digital, and print design, I am confident in my ability to elevate your creative output and contribute to your team's success.

As you can see from my resume, I have over 6 years of industry experience with a strong focus on UI and UX design. Throughout my career, I have driven a wide variety of projects—from developing comprehensive brand identities to designing intuitive interfaces for digital products. I execute these visions using industry-standard platforms like **Adobe Creative Cloud** and **Figma**, leveraging my keen eye for design to create engaging, user-centric visual experiences.

To stay at the forefront of the industry, I am also a strong advocate for modernizing creative workflows. I actively integrate AI into my daily processes, utilizing **Claude** for strategic ideation and **Replit** to assist with technical problem-solving and rapid prototyping. This tech-forward approach allows me to work highly efficiently and better bridge the gap between design and development.

Beyond my technical skills, my greatest strength lies in my ability to lead and collaborate. As the current Art Director at Strikepoint Media, I manage a team of talented designers, providing the guidance and actionable feedback necessary to ensure our projects are delivered on time and within budget. I pride myself on excellent communication skills and my proven track record of partnering directly with clients to translate their specific needs into high-impact designs.

I believe my blend of creative leadership, modern technical proficiency, and forward-thinking tool adoption would make me a valuable addition to your team. I invite you to review my portfolio at **[erikamalvarez.com](http://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 the 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" following in a similar style.

Erika Alvarez

## Overview

- **Art Direction & UI/UX Leadership:** 9+ years of professional experience leading design teams, driving UI/UX strategies, and managing end-to-end projects—from comprehensive brand identities to digital product design.
- **Advanced Design & Development Stack:** Highly proficient in industry-standard design platforms (Figma, Adobe Creative Cloud) with a strong foundation in front-end development (HTML, CSS, JavaScript) to seamlessly bridge the gap between creative vision and technical execution.
- **AI-Driven Workflow Optimization:** Forward-thinking tech adopter who actively integrates AI tools like Claude for strategic ideation and Replit for rapid prototyping, maximizing efficiency and modernizing the creative process.

## Professional Experience

### **Art Director**

(Oct. 2019 - 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

### **Creative Design Specialist**

(April 2017 – 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
- 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