



scentofforange@gmail.com
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San Francisco Bay Area

A Passionate Graphics and Web Designer

Experienced Web and Graphic Designer with expertise in HTML, CSS, JavaScript, and digital marketing. Skilled in creating responsive landing pages and email campaigns that enhance user experience and align with branding. Proven ability to collaborate across teams, optimize processes, and drive successful marketing initiatives.

EXPERIENCE



Web Designer II

Bio-Rad Laboratories, Hercules, CA

April 2018 - March 2021 (Web Designer I) | March 2021 - PRESENT

- Designed and developed HTML, JavaScript, and CSS-based landing pages, emails, microsites, forms and other digital assets, ensuring alignment with Bio-Rad branding and template guidelines.
- Created and maintained a design system for emails and landing pages, establishing a library of reusable wireframe components to ensure consistent and streamlined user experiences.
- Enhanced user experience and functionality by optimizing interfaces on landing pages and emails for new campaigns, while establishing design guidelines and incorporating emerging patterns and trends to maintain high performance, usability, and visual consistency across digital assets, resulting in increased engagement and streamlined operations.
- Ensured high-quality output by reviewing and improving branding design and HTML coding across teams, resulting in consistent and standard-compliant deliverables.
- Developed and implemented protocols and processes, providing training to team members on the use of templates and Marketo functionalities, driving efficiency across the team.
- Implemented robust marketing automation practices, ensuring error-free program launches through comprehensive end-to-end testing.
- Delivered accurate project timelines and estimates, optimizing resource allocation and meeting project deadlines.
- Facilitated strong collaboration with Global Demand Generation and CRM teams, ensuring clear communication and alignment on campaign objectives and technical requirements.

Graphic Web Designer

Ceramic Development Corporation (Aftosa/ Leslie), Richmond, CA

February 2016 - April 2018

- Developed impactful digital marketing materials, including email and landing page graphics, driving engagement and improving campaign effectiveness.
- Boosted e-commerce sales by updating product listings, prices, and promotional campaigns, ensuring a seamless customer experience and timely offers.
- Created eye-catching print advertisements, postcards, and coupons for ceramic workshops, open houses, and trade shows, increasing event attendance and brand visibility.
- Successfully led social media campaigns on Facebook and Twitter, driving targeted audience engagement and resolving issues promptly to maintain a positive brand image.

Graphic Designer

Promotion Xpress, San Leandro, CA

September 2014 - February 2016

- Delivered high-quality print advertisements by collaborating with customers to design materials that aligned with their brand guidelines, resulting in satisfied clients and repeat business.
- Ensured flawless production by troubleshooting and refining customer files, preventing errors during booklet imposition and large sheet layouts, leading to efficient and accurate print outputs.
- Enhanced print accuracy and quality by preparing electronic and hardcopy color proofs, managing color separations, and creating plates for offset presses, contributing to seamless print runs.
- Streamlined operations by efficiently managing digital printers and online orders, including handling FTP uploads and downloads, improving order processing times and customer satisfaction.

TECHNICAL SKILLS



Adobe CC Suite

Illustrator, Photoshop, InDesign

Front-end Coding

HTML, CSS, JavaScript

Visual Studio Code

Figma

Sketch

Marketo

Mac & Microsoft Windows OS

Microsoft Office 365

Word, Excel, PowerPoint

SOFT SKILLS



Web & Graphic Design

Typography

Creativity

User Experience

Problem-solving

Attention to Detail

Multitasking

Teamwork

Collaboration

Brand Management

Automation of Marketing

Digital Marketing

EDUCATION



California State University East Bay

Bachelor of Fine Arts in
Graphic Design

2006 - 2009

UC Berkeley Extension

UX Design Course

2017