

With a lifetime of experience, I have developed a passion for creating compelling and dynamic user experiences. My holistic approach to development solves the problem of blending creativity and technical complexity. My proficiency in web development, responsive, user-centered design and email marketing is backed by an extensive applied knowledge of most major development environments. Even with a strong technical background and skill set, I am always learning new tools and technologies. I am eager to join a diverse and experienced team where I can contribute to meaningful and innovative projects.

EXPERIENCE

Present **Freelance Web Developer** **Self-Employed, Dallas, TX**

Working for agencies and individuals who require my services, I design websites, emails, and develop web applications. I use HTML, CSS, JavaScript, and various libraries to develop the necessary objects for use in the IOT domain. Using Salesforce Marketing Cloud and various other email management services, I manage, build and send email campaigns. By designing in Figma and working in Adobe Creative Cloud, I have experience with major software suites and their many uses.

8/20 - 2/23 **Email Developer** **Capital One, Richmond, VA (Remote)**

I built HTML emails using responsive design and email coding best practices. I designed compelling emails based on user-centered design principles and email marketing industry standards. I partnered with external agencies, or internal creative teams, to create email templates. I strengthened my understanding of LOB line of business strategy, and how it relates to creative development.

3/20 - 5/20 **Email Developer** **RAPP, Dallas, TX**

I built and tested custom email newsletters and automated communications for a large banking institution. Using Salesforce Marketing Cloud, I wrote HTML and CSS accompanied by AMPscript to provide dynamic and individualized customer emails. Using Litmus, I tested sends to ensure compatibility on current market share of devices. I studied industry trends and laws to maintain accessibility standards in addition to international regulations.

5/18 - 8/19 **Email Developer** **TGI Fridays, Dallas, TX**

I created visually appealing and usable email designs promoting various specials and promotions. Using Salesforce Marketing Cloud, I built the HTML framework of emails to be universally compliant and device compatible. I used proprietary scripting to connect notification emails with the online ordering system.

1/17 - 3/18 **Web Developer, Graphic Designer** **AlphaGraphics of Carrollton**

I managed hundreds of online customer ordering portals to produce on-demand printable products. In a large capacity, I maintained a customer facing front-end interface using HTML/CSS, JavaScript, Bootstrap, and AngularJS in a .NET environment. In addition, I built frequent marketing promotional sites and email campaigns reaching thousands of current and potential customers.

9/13 - 10/14 **Web Designer** **GameStop, Inc., Grapevine, TX**

As a senior level designer, my duties involved producing core components of GameStop.com and creating high-level concepts. As part of an over-arching design team, I touched on various UI/UX web development projects as well as highly involved marketing promotions. I acted as mentor for lower-level designers and web production artists in my group.

SKILLS & TOOLS

Email Development

- HTML, CSS, AMPScript
- Moveable Ink, Litmus
- Salesforce Marketing Cloud

Front-End Web Development

- JavaScript, jQuery
- Bootstrap, Font Awesome
- Responsive design

UX/UI Creative Design

- PhotoShop, Figma
- After Effects, Premiere
- Social media editing

Graphic Design

- Illustrator, Indesign
- Physical production
- Printing, binding, assembly

EDUCATION

Collin College

Plano, TX

Associate of Applied Science

Graphic Design Technology