

## Graphics and Web Design Manager Profile

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**Hands-on management professional with 15+ years of expertise directing successful design projects.**

Versatile Graphic Design specialist and management professional with depth of experience in collaborating with diverse clientele to direct multifaceted graphic design, website development, and content marketing projects. Comprehensive experience applying industry-leading development technologies to edit, develop, and publish highly effective deliverables in a variety of media. Creative problem-solver able to quickly identify and address inconsistencies, conduct quality assurance, and resolve technical issues to achieve optimal client satisfaction.

### *Areas of Emphasis*

- Graphic Design
- Client Relationship Management
- Printing (Offset, Wide Format)
- Web Design & Development
- Sales & Contract Negotiation
- User Interface (UI)
- Project Management
- Strategic Marketing
- Technical Troubleshooting

## Professional Experience

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WP Website Support – San Diego, CA (Remote Position)

### **Developer / Support Technician II, May 2015 to Present**

Provide multifaceted technical support and security services to support page creation, code patches, core updates, site optimization, network security management, and SEO for WordPress websites. Develop effective business strategies to efficiently expand customer base and increase revenue. Interface with clients to identify and resolve website issues, frequently collaborating with outside developers to quickly resolve website coding conflicts. Advise clients on effective online marketing strategies based on budgetary guidelines and industry standards to make their websites visible in a highly competitive landscape.

### **Selected Achievements:**

- Manage comprehensive operational responsibilities including IT & technical support, marketing & SEO, sales & contract negotiations, and server hosting management.

Alcaloide Toxique – San Diego, CA (Remote Position)

### **Design and Production Artist, June 2015 to August 2019**

Consulted with diverse commercial clientele to develop optimized, visually appealing, and thematically consistent websites and website graphics for the Wordpress platform. Met with clients to establish clients' development goals and operational requirements; developed customized online business and e-commerce strategies based on client specifications. Applied design expertise in creating user interface (UI) designs that allow for ease of navigation and correspond with each organization's brand image. Performed sales responsibilities including contract negotiations and client relationship management to ensure complete customer satisfaction.

### **Selected Achievements:**

- Effectively managed website design and development projects for a variety of small businesses and commercial clients.

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UC Innovators (University of Canterbury) – Christchurch, Canterbury, New Zealand

**Coordinator, August 2014 to August 2015**

Developed educational coursework in business and entrepreneurship in a variety of industries. Educated 20 students in effective business practices including strategies for applying Lean Startup methodology; developed study guides and lectures to articulate complex business concepts. Utilized firsthand management expertise in teaching students to validate their product or service and effectively target a key demographic of users in a competitive marketplace.

**Selected Achievements:**

- Maintained website and developed speculative marketing strategies to increase student enrollment in alignment with organizational and investor goals.

Super Signs – San Diego, CA

**Senior Production Artist, January 2008 to May 2014**

Managed comprehensive operational and creative responsibilities for a producer of custom signs and marketing graphics. Managed project budget and development schedule to ensure the creation of satisfactory deliverables within clients' specified guidelines. Utilized industry-leading software including Adobe Photoshop and Illustrator to design sign layout and develop elevations based on customers' design specifications. Managed networked database of client art files; prepared digital files for printing and plotting. Managed relations with outside contractors responsible for manufacturing physical products; installed completed signs and vinyl graphics for a variety of applications including vehicle vinyls, commercial window displays, and fleet vehicles.

**Selected Achievements:**

- Directed comprehensive product management from conceptualization through delivery and installation, conducting careful quality assurance (QA) on all deliverables to ensure complete client satisfaction.

*Additional Experience as Graphic Artist at Leader News, Lead Artist at Trimark Interactive, 3D Artist as Realtime Associates, and 3D Artist at Activision.*

## Education

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**Associates Degree of Art, 3D Animation Design & Film Making,**  
California Institute of the Arts,

**Associates Degree of Art, Design and Production Art,**  
Phoenix Institute of Technology,

## Technical Proficiencies

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**Software:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premier, Dreamweaver), SketchUp, Adobe Acrobat Pro, MS Office Suite, WordPress, Oxygen Builder, Themeco X and Pro, WooCommerce, LearnDash, Moodle, cPanel, Web Host Manager, AWS S3, Google Analytics, Google Webmaster Tools, Google AdWords, Slack, DropBox,

**Environments:** HTML, CSS, CMS, LMS