

JERRYFAN WEB, UI & EMAIL DESIGN + DEVELOPMENT

INTRODUCTION

I am a Los Angeles-based digital designer with six years of experience designing and building responsive websites, user interfaces and email campaigns for enterprise clients. I enjoy a balance between design and development, and feel passionate about bringing awesome designs to life with equally awesome code.

PROFESSIONAL EXPERIENCE

EXPERIAN MARKETING SERVICES

SENIOR INTERACTIVE DESIGNER // EXPERIAN.COM // OCTOBER 2014 → OCTOBER 2016

- Design and code high-visibility responsive email campaigns for enterprise clients, including campaigns utilizing *Movable Ink* to display real-time contextual content.
- Execute approved design concepts in email-optimized responsive HTML; troubleshoot rendering issues for all major email clients via *Email on Acid*, *Litmus*, and internal tools.
- Develop and troubleshoot responsive newsletter subscription interfaces, including front-end validation scripting for complex forms.
- Contribute to the research and development of bleeding-edge kinetic (interactive) email techniques.
- Client brands serviced include *ADT Security*, *Ann Taylor*, *Chicos*, *Condé Nast*, *National Association of Realtors*, *SuperValu*, *TruGreen*

BRANDIFY

CLIENT SERVICES - WEB DESIGN & IMPLEMENTATION // BRANDIFY.COM // MAY 2012 → OCTOBER 2014

- Design consumer-facing Store Locator interfaces and landing page templates for major brands, combining usability best practices with on-brand aesthetic treatment.
- Implement approved design concepts by hand-coding HTML, CSS and Javascript (jQuery/Prototype) to build pixel-perfect, functional web applications.
- Troubleshoot all code output for cross-browser/device compatibility (including legacy support for IE7+), and implement best-practices for location-based SEO and social graph integration.
- Client brands serviced include *In-n-Out*, *The Cheesecake Factory*, *Denny's*, *Dick's Sporting Goods*, *Brookstone*, *C-Town Supermarket*, *L'Oréal*, *MoneyGram*, *Timberland*.

STRIKE INDUSTRIES

WEB DESIGN & MARKETING LEAD // STRIKEINDUSTRIES.COM // JANUARY 2011 → JANUARY 2012

- Design, development, general maintenance and marketing of a Magento and two ZenCart eCommerce platforms for *Strike Industries*, *Madbull Airsoft* and *J-TECH Tactical*, respectively.
- Production and post-processing of high resolution product photography, and creation of banner graphics, landing pages and packaging design for bi-weekly product launches.

EDUCATION

BFA GRAPHIC DESIGN

CAL POLY POMONA // DECEMBER 2013

TECHNICAL PROFICIENCY

HTML5 / CSS3 HIGHLY PROFICIENT, ABLE TO RAPIDLY HAND-CODE AND TROUBLESHOOT DIV-BASED LAYOUTS.

JAVASCRIPT PROFICIENT, EXPERIENCED IN ADAPTING 3RD PARTY PLUG-INS, FORM VALIDATION AND DOM SCRIPTING.

PHOTOSHOP HIGHLY PROFICIENT, EXPERIENCED IN CREATIVE LAYOUT, PHOTO EDITING, AND ANIMATION.

EMAIL HIGHLY PROFICIENT IN BOTH CREATIVE DESIGN BEST PRACTICES, AND ADVANCED CODING TECHNIQUES.

ECOMMERCE FAMILIAR, ABLE TO INSTALL & CUSTOMIZE PREMIUM THEMES AND EXTENSIONS, AND MANAGE PRODUCT CATALOGS.

SEO FAMILIAR WITH ON-SITE OPTIMIZATION BEST PRACTICES, WITH AN EMPHASIS ON LOCAL SEO.
