

# 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.

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