

JERRYFAN

KEY QUALIFICATIONS

- Three years of site production experience: content management, project management, documentation.
- Five years of experience writing standards-compliant HTML, CSS, Javascript.
- Six years of experience using Adobe Photoshop and Illustrator for web design and photo retouching.
- Familiarity with several CMS platforms: **Drupal, Wordpress, Magento, ZenCart.**
- Proficient user of Microsoft Office Suite.

PROFESSIONAL EXPERIENCE

Web Producer // Cornerstone OnDemand // July 2017 - Present

- Primary responsibility for a high volume of daily requests to create and update website content in Drupal for the US and twelve international domains.
- Quality control for the corporate sites by monitoring high-traffic pages for defects (cross-browser compatibility, spelling/grammar, visual QA), and acting as the point of contact for bug reports by users; troubleshooting where possible, and escalating to the design or web development teams if necessary.
- Coordinate the development and release of new website features and bug fixes by the web development team by participating in daily stand-ups, sprint planning, user acceptance testing, and communicating expectations and timelines to stakeholders using Jira.
- Provide decision support for user experience strategy by the Creative Director and Web Design Manager by generating analytics reports, creating interactive wireframes, and conducting user research.
- Generate documentation and provide training to internal and external content managers on working in Cornerstone's customized Drupal implementation.

Senior Interactive Designer // Experian Marketing Services // October 2014 - October 2016

- Design visually engaging, high conversion email campaigns for enterprise clients.
- 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 opt-in pages, including front-end validation scripting for complex forms.
- Clients: **ADT, Ann Taylor, AT&T, Condé Nast, Experian Client Summit, National Association of Realtors, SuperValu, TruGreen, Urban Outfitters.**

Client Services Web Developer // Brandify // May 2012 - October 2014

- Design consumer-facing single-page application 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, cross-browser/device compatible web applications.
- Manage client data using Microsoft Excel and an in-house CMS (Brandify Ignite).
- Client brands serviced include **Disney Store, In-n-Out, The Cheesecake Factory, Denny's, Dick's Sporting Goods, Brookstone, C-Town Supermarket, L'Oréal, MoneyGram, Timberland.**

eCommerce Marketing Manager // Strike Industries // January 2011 - January 2012

- Design, development, general maintenance and marketing of a Magento catalog and two ZenCart catalogs for **Madbull Airsoft, Strike Industries and J-TECH Tactical.**
- Production and post-processing of high resolution product photography, and creation of banner graphics, landing pages and packaging design for bi-weekly product launches.
- Manage the workflow of one junior designer, and coordinate other marketing activities including email marketing campaigns, Google AdWords spend, and print advertisement in trade publications.

EDUCATION

BFA Graphic Design
Cal Poly Pomona // December 2013
