

skills

Design

Strategic Thinking
Visual Design
Wireframing
Digital Email Marketing
Project Management

Tools

Photoshop
Adobe Premiere Pro
XD
Illustrator
InDesign

Languages

HTML
CSS

Good understanding of:
PHP
Javascript

education

New York City College of Technology

June 2011

B.Tech in Communication Design
Magna Cum Laude with a GPA of 3.6
Advertising Design & Graphic Art Dean's List

work experiences

HBO Max, Full Stack Designer

March 2020 - Present

Collaborate with visual designers to design microsites strategically by identifying the goal of the project and acted as a project lead to execute the final webpages using Drupal Content Managements System and HTML5/CSS3 with responsive design in mind. Improving HBO Max's webpages by applying successful elements based on previous AB test results and metrics. Staying up to date on the latest web-related design trends and finding innovative ways to implement on new and existing projects. Constantly being inventive on ways to improve productivity and efficiency in our daily workflow by communicating and setting processes in place with different teams.

Criteo, Senior Designer

January 2019 - March 2020

Worked as a Creative Consultant to strategize advertising banners based on clients goals. Being a project manager on different tool platforms, products such as Web to Store creative offers and Creative Gallery Showcase which helps prospect clients to understand our creative offers. Provide trainings to new employees, mentoring junior designers in client meetings, guiding them to expand their knowledge and giving art direction when coming up with new sets of creatives.

Criteo, Email & Digital Designer

October 2014 - January 2019

Designed retargeting emails with performances on desktop and responsive versions using email best practices. Ensured email campaigns look perfectly across all email clients by performing a Litmus check. Designed retargeting website banners using clients brand guidelines and monitored performances using internal analytic tools. Assisted in client meetings to help them understand our creative capabilities and set up AB tests strategically for significant results.

Yesmail Interactive, Website Designer

July 2013 - October 2014

Designed email templates in desktop and responsive versions for major brands such as See's Candies and Time for Kids. Modified coded templates using HTML/CSS and tables; also ensured final coded email templates are corresponded to the design with pixel perfection.