

## EXPERIENCE

### **Senior Front-End Web Designer & Developer** *Bio-Rad Laboratories Inc., March 2017 - Present*

*Front-End Web Designer & Developer, December 2014 - March 2017*

**Responsibilities:** Develop and design digital marketing efforts for global Clinical Diagnostic markets; maintain all content on Bio-Rad.com under global Regulatory Compliance restrictions; support Marketing Departments in creation and dissemination of materials to Sales Departments

**Results:** Launched dozens of campaigns (product and event driven) with proven ROI; designed and developed a custom style framework used on both internal Sales tools and customer-facing Marketing materials; guided junior members of team in design style and programming practices; provided design direction to Print team regarding animation and collateral; developed functioning work-around solutions for aging hardware; streamlined department workflows on various types of projects for increased efficiency and output; conducted interviews for web related applicants

### **Front-End Web Developer, Graphic Designer** *Zonic Design & Imaging LLC, February 2012 - December 2014*

**Responsibilities:** Design, develop and maintain customer websites; work with Development Team to create CMS and internal solutions; design and package print branding and marketing materials

**Results:** Created and launched over a dozen, mobile-ready, custom websites and created the entire front end for a web-based CRM and revenue tracking tool and adjoining internal CMS; other responsibilities included account management, customer support, product development and some business development strategies

### **Graphic Designer** *NuEar, September 2009 - November 2011*

**Responsibilities:** Provide free marketing support for accounts across the United States

**Results:** Marketing support and some moderate account management for roughly 50-100 accounts in U.S. - tasks ranging from designing Direct Mail and newspaper ads to developing individual company identities for accounts. Office duties also included developing corporate, B2B and B2C materials including pamphlets, business cards, greeting cards, and much more.

### **Graphic & Web Designer** *CommNexus San Diego, June 2008 - August 2009*

**Responsibilities:** Create graphic content for <http://www.commnexus.org> and events; update and manage website

**Results:** Maintained and updated the website on a daily basis as well as created graphics for the CommNexus website and printed material. Took photos at special events and managed photos for public viewing online.

### **Graphic Artist, Flash Developer** *Earthguide at Scripps Institution of Oceanography (Internship), May 2007 - April 2009*

**Responsibilities:** Create web-based learning tools for classroom use (K-12) using Flash, Photoshop, and Illustrator

**Results:** Delivered learning tools and animations designed both independently and as a team effort. Many have been used in classrooms at UCSD and surrounding community colleges, aired on NOVA (PBS), and have been used for the Earth Science program in the San Diego Unified School District

## Additional Work

Website Maintenance (Youth Speaks, August 2004-May 2005)

Website Maintenance (The College Preparatory School, June 2004-May 2005)

Web & Graphic Design (Independent Freelance, 2003-Present)

## SKILLS

### Technical

- Main (daily knowledge): HTML5, CSS3, JavaScript (jQuery, plugins, etc.)
- Practical knowledge: XML(XSLT), AJAX practices, PHP, ASP, Wordpress, Drupal
- Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Animate, PhoneGap (extensive knowledge)
- Exposure to: C#, MongoDB
- Microsoft Office Suite • Apple and PC capable
- Marketo, Salesforce, Google Analytics, Webtrends, OpenText TeamSite, JIRA, SurveyGizmo, MailChimp

### Additional Skills

- Regulatory Compliance (FDA)
- Account Support
- Project Management
- Customer Service
- Product Development

## EDUCATION

Bachelor of Arts in Visual Arts/Media with Computing Emphasis, Cum Laude  
University of California San Diego