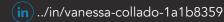
# **Vanessa** Collado

GRAPHIC / WEB DESIGNER

## CONTACT

E: vanessa.collado90@gmail.com P: 267-574-2646



(Bē) ../vanessacollado

## **SKILLS**

UX Design

UI Design

Mob. Design

Web Design

HTML/HTML5

**JavaScript** 

**CSS** 

Angular

PHP

# **TOOLS SKILL**

Photoshop

Illustrator

InDesign

Adobe Premium

Invision/POP

Wordpress

Mail-chimp

Google Ads

## LANGUAGE SKILL

Spanish

# **EDUCATION**

#### M.S Interactive Media and Design

Graduation Date May 2016 Philadelphia University, Philadelphia PA

#### Bachelor of Arts in Graphic Design with a minor of Advertising Graduation Date May 2013

Southern New Hampshire University, Manchester NH

# RELEVANT EXPERIENCE

#### **1DIGITAL AGENCY**

Mar 2019 - Jul 2019

Web Designer Philadelphia, PA

- Created UI/UX design that included ideation of, wireframing, prototyping, and visual design mock-ups for e-Commerce websites.
- Designed digital advertisements for clients.
- Communicated with clients throughout the design phase.
- Established visual designs and style guidelines to ensure consistency across a client's digital experiences.

#### R.W. HARTNETT COMPANY

May 2018 - Mar2019

Marketing Manager/ Web Designer Philadelphia, PA

- Developed and implemented advertising strategies for the company.
- Oversaw company's social media presence.
- Conceptualized and managed email marketing campaigns.
- Overall maintenance of the company's website, including optimizing for user experience and SEO.
- Managed PPC and re-marketing campaigns.
- Designed and deployed landing pages for their website.
- Helped with PR management.
- Designed all promotional materials for digital and print collateral.

#### T7 MARKETING

Sep 2016 - Mar 2018

Web Designer Mexico City, MX

- Designed and implemented new features and functionality to assigned websites.
- Established and guided website's architecture for different clients.
- Ensured high-performance and availability, and managed all technical aspects of the CMS.
- Helped formulate an effective and responsive design.
- Ability to convert comprehensive layout and wire-frames into working HTML pages.