

Vanessa Collado

GRAPHIC / WEB DESIGNER

CONTACT

E: vanessa.collado90@gmail.com

P: 267-574-2646

 [../in/vanessa-collado-1a1b8359](https://in/vanessa-collado-1a1b8359)

 [../vanessacollado](https://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.