ERIKA RUIZ

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OBJECTIVE

A self-directed, motivated, hardworking individual with 10 years of experience in the digital design industry looking for related opportunities. Able to learn new skills quickly, adaptable to change, effective at building relationships with clients and coworkers.

KEY SKILLS

- Design: UX/UI (Web & Mobile), Responsive Design, Email, Social Media, Typography
- Software: Dreamweaver, Photoshop, Illustrator, Fireworks, Flash, Lightroom
- Programming Languages: HTML, CSS, SCSS, Basic JavaScript
- CMS: WordPress, SharePoint, AEM, IBM WebSphere, Kentico, Joomla
- Other Tools: JIRA, Confluence, Evergage, Cvent, Brightcove
- Rendering Techniques: Color Pencils, Watercolor, Pastels
- Languages: English & Spanish (ability to translate from and into Spanish)

WORK EXPERIENCE

Montalvo Arts Center, Saratoga, CA – Web Designer (2018 – Present)

- Designed and maintained content for Montalvo's LAP Residency website
- Procured content from current and past resident artists
- Created banners, gathered and optimized imagery and edited audio related to the residency's artists and programs
- Contributed to the selection and set up of Adobe Lightroom as the optimal interface to review and optimize imagery documenting past programs and events
- Contributed to the creation and organization of the residency's archival records

Texas Instruments, Santa Clara, CA – User Interface Designer (2017 – 2018)

- Contributed to TI's pattern library updating/enhancing existing patterns as well as creating new patterns
- Updated/added new information to the pattern library, pulling the master code, creating local branches and pull requests to merge updated code
- Worked as the UI designer for the agile team responsible for all costumer facing – product related pages in TI.com where I designed visual solutions to improve functionality/integrate new functionality, created HTML prototypes for developers and troubleshot to resolve bugs related to HTML and CSS issues
- Designed and implemented content personalization projects using Evergage to integrate the personalized content into various TI websites
- Worked in Adobe Experience Manager to create new content layouts and optimize existing layouts
- Worked on tagging images in AEM, trained team members on how to upload new images to the system, update existing images and tag all images correctly
- Assigned JIRA tickets for image approval requests to image reviewers
- Wrote blog posts in Confluence to communicate the correct usage of TI's design patterns to internal clients

Avnet Inc. San Jose, CA – Marketing Americas, Web Designer (2015 – 2017)

- Managed Avnet's website content in IBM's WebSphere using HTML and CSS to build and update marketing content
- Managed internal and external Avnet content in SharePoint using HTML and CSS to build and update content
- Built/edited HTML email layouts
- Updated Avnet content in WordPress
- Created event registration websites with Cvent
- Designed UI layouts for Avnet America's website
- Designed graphics and optimized assets for Avnet's websites, e-commerce site and e-blast campaigns
- Trained coworkers on IBM WebSphere
- Managed web design contractors' tasks

Fresh Picked Websites – Web Designer and Founder (2012 – 2016)
- Managed projects for a variety of commercial projects including, law, education, food industry, etc.
- Put together cost estimates
- Worked on visual design
- Manipulated WordPress responsive themes
- Constructed and optimized website HTML templates
- Provided search engine optimization
- Created social media pages
- Designed marketing brochures

Angie's List, Indianapolis, IN – Senior Web Designer (2008 – 2011)
- Worked on UX/UI design for Angie's List's websites
- Worked on UX/UI design for Angie's List's iPhone, iPad and Android's mobile applications
- Created working HTML prototypes for most website design work
- Integrated HTML/CSS code into Kentico
- Managed visual design interns

CMG Worldwide Inc. Fishers, IN – Web Designer (2004 – 2007)
- Managed, designed and developed static HTML website projects for both celebrity and main stream clients
- Maintained numerous clients' websites
- Created and implemented graphic packages for websites and e-commerce stores
- Created Flash-based animations for diverse projects
- Managed projects executed by design interns
- Translated written materials into Spanish for different departments within the company

EDUCATION
- Bachelor of Architecture – University of Arizona, Tucson AZ
- Graphic Design – Ivy Tech State College, Indianapolis IN