



EXPERIENCE

iHerb - Senior Visual Designer

April 2019 - Present · Pasadena, CA

- Collaborated with Art Director to explore concepts and iterate new responsive layouts.
- Designed new lp solutions for an international e-commerce platform from concept to production.
- Translated wireframes into highly detailed Sketch/Xd files with pixel precision.
- Created original designs while keeping design guidelines in layouts.
- Created adaptations of original designs for different devices, locales, and environments.
- Designed responsive banners and ads requested from stakeholders.
- Worked with developers to ensure that all visual elements are pixel perfect.
- Provided guidance, direction, and mentorship to other Designers.

iamselj.com - Freelance Senior Visual & UI/UX Designer

January 2012 - Present · Sunnyvale, CA

Wolters Kluwer - Web Designer

April 2018 - April 2019 · Glendale, CA

- Ensured the technical feasibility of UI & UX designs.
- Maintained the company's e-commerce site.
- Participated in Sitecore & Wordpress CMS design decisions.
- Designed custom Wordpress sites for the companies OnDemand products.
- Maintained and designed email templates and landing pages.
- Executed on all types of marketing campaigns.
- Managed an extensive library of the companies products via Insite.
- Worked collaboratively in a team environment.
- Strictly followed companies branding guidelines.

Hogarth Worldwide (via WunderLand Group LLC) - Onsite at Apple - UI Designer

February 2018 - April 2018 · Sunnyvale, CA

- Updated product imagery and UI elements in Photoshop comps, and output web graphics.
- Structured UI comps to optimize efficient production design.
- Worked closely with PM's & developers to meet project goals and ensure file handoffs for localization.
- Reviewed final webpages with an exacting eye, ensuring that graphics and layouts are flawless.
- Supported training of newer team members.

Google (via CDI Corporation) - UI Designer

September 2017 - December 2017 · Sunnyvale, CA

- Redesigned one or more of Google's consumer-facing products with a strong focus on usability
- Collaborated with other designers to ensure consistency with other products in the platform
- Worked multiple projects concurrently and shifted priorities meet business requirements and deadlines.
- Generated innovative, effective and strategic creative visual solutions to achieve the company's goals.
- Worked closely with PM's, UX Designers, and Engineers from conception to early implementation.
- Uploaded and managed finished assets in their digital asset library for development team.

Nvidia (via Creative Circle) - Visual Designer

April 2017 - June 2017 · Santa Clara, CA

- Redesigned Geforce.com website in various responsive screen sizes.
- Designed various game ready campaign banners, email & landing pages for the company.
- Uploaded and managed finished assets in companies digital asset library.
- Worked multiple projects concurrently to meet business requirements and deadlines.

Mobilogix - UI/UX Designer

June 2016 - April 2017 · Irvine, CA

- Collaborated closely with the development team on designing and developing the companies product.
- Created personas, tasks for each personas and user flows.
- Designed and created sketches, wireframes and UI mobile screens for iOS and Android platforms.
- Created clickable and interactive mockups and prototypes for cross-platforms.
- Strictly followed companies branding guidelines.

EDUCATION

Academy of Art University, San Francisco, CA

2011 - 2016

Bachelor of Fine Arts in Web Design & New Media

SOFTWARE PROFICIENCY

- Adobe CC
- Workfront
- Sketch
- Basecamp
- Figma
- Radar
- Balsamiq
- Confluence
- Principle
- Jira
- Zeplin
- Insite
- Invision
- Asana
- Origami
- Sublime Text 2

DESIGN PROFICIENCY

- Product Design
- User Research
- UI Design
- Prototyping
- UX Design
- Website Design
- Visual Design
- Digital Imaging
- Responsive Design
- Branding/Identity Design
- Wireframing
- Video Design
- User Flows
- Type Design
- User Personas
- Print Design

WEB PROFICIENCY

- HTML5
- Sitecore
- CSS3
- Elementor
- JQuery
- Bootstrap
- Javascript
- Foundation
- PHP
- Matrilize
- MySQL
- JointsWP
- Media Queries
- Opencart
- Wordpress
- Shopify

HOBBIES/INTERESTS

- Photography
- Photoshop Compositing
- Design Conferences/Seminars
- Music
- Star Wars "Ultra Passionate Fan"
- Traveling
- Spending Time With My Family