

Cecile Maravillas

Web Designer

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I SUMMARY I

- Years of experience in Web design, SEO Web marketing, Banner Ad, email blast promotion, interactive PDF forms and design, Wireframe and mock-up prototype, UX - User Experience techniques
- Use Adobe Photoshop, InDesign and Axure/Visio for Wireframe
- Design, develop and maintain SharePoint 2007/2010 site
- 9 years experience in Financial Industry and mix industry through freelance
- Design Front-End Framework Foundation and Bootstrap for responsive website
- Experience in designing websites in Joomla and Wordpress
- Develop PDF fill-in forms using Adobe LiveCycle and InfoPath
- Experience in print media - brochures, magazine, print and poster ad, outdoor promotional banners
- Image/photo manipulation, Color Correction abilities, Typography principles, conceptualize visual layout/graphics

I WORK EXPERIENCE I

G EON DESIGNS, Jersey City,

June 2004 - Present

Web UI/UX Designer /Graphic Designer (Freelance)

Projects:

- Develop websites to clients and conceptualize its graphic elements, follow and design branding, mock-ups and wireframes, User Experience testing
- Non-functional HTML/CSS Prototypes with UX techniques
- Designed promotional materials for conventions such as banners, leaflet, invitation and PowerPoint presentation
- Code HTML and CSS to develop website
- Designed websites in Wordpress, Joomla, Foundation, Bootstrap
- Design graphics for web and mobile and advertising print materials to different industries: real estate, non-profit, retail, religious, e-commerce

IFIC, Newark, NJ

May 2008 – Aug 2015

INTERNATIONAL FIDELITY INSURANCE COMPANY

Web UI /UX Designer

Projects:

- Developed, designed Front-End intranet SharePoint 2007/2010 site
 - Built and coded Master page for SharePoint 2007/2010
 - Customize Publishing Sites, List templates and added Web parts to sites
 - Maintained SharePoint 2007/2010 site and handled Web parts, RSS, List, Content Types and Site Columns to publishing site
 - Coded HTML/CSS, Javascript and JQuery on Content Editor
 - Trained in Sharepoint 2013
- Front-End Design and develop website desktop and mobile
- Conceptualize design for website, widgets, modules, print and web marketing ads
- Mock-ups and wireframe for prototypes for websites and UX technique analysis and testing
- Built Zurb Foundation Front-End Framework to corporate site for responsive website
- Designed the branding and architectural structure of the site and jquery interface navigation and modules
- Code HTML, CSS/SASS
- Applied techniques in SEO web marketing, Google Analytics
- Handled deployment of the site and User Experience for web and mobile
- Designed and created banner ads, graphics and mock-ups using Adobe programs
- Designed print materials for conventions such as outdoor banners, leaflet, invitation and PowerPoint presentation
- Developed and designed PDF fill-in forms in InfoPath and Adobe LiveCycle to forms library in SharePoint

KPMG, Montvale, NJ
Web UI Designer (Contractual)

Feb 2008 – Mar 2008

Projects:

- Mock-ups, site templates, coded HTML, designed graphic mock-ups to web pages
- Developed web templates from branding mock-ups in HTML, CSS and graphics

IFIC, Newark, NJ

Nov 2007 - Feb 2008

INTERNATIONAL FIDELITY INSURANCE COMPANY

Web UI Designer (Contractual)

Projects:

- Developed, designed corporate external website and intranet
- Designed the mock-up and wireframe
- Coded HTML and CSS and applied SEO and web marketing strategies

SIFMA, New York, NY

May 07 – Sept 2007

SECURITY INDUSTRIES & FINANCIAL MARKETS ASSOCIATION

Web Designer (Contractual)

Projects:

- Blast-email promotion, micro-sites, update main website
- Developed conference websites and affiliate sites.
- Created websites from mock-ups to final site.

NETNUTRI, West New York, NJ

April 2007 – May 2007

Web Marketing/Web and Graphic Designer

Projects:

- Designed and created all graphics and mock-ups in Photoshop, InDesign & Illustrator
- Created marketing materials, graphics product enhancement, and optimized the website to boost marketing and online marketing sales
- Handled SEO web marketing, Google analytics to the site
- Update database and code and edit in HTML

FIA, Las Vegas, Nevada

Nov 1999 - June 2004

FIRST INTERNET ALLIANCE

Web UI/UX Designer

Projects:

- Designed and developed online game site
- Manage administration and IT team
- Created branding standards, wireframes and mock-ups for the game sites and coded website in HTML.
- Conducted web training to web team for online gaming projects.
- Designed graphical interface of different online games: poker, black Jack, Paigow, Roulette using Adobe Photoshop

■ EXPERTISE ■

Web

- HTML and CSS/SASS
- JQuery and JavaScript-*Working knowledge*
- Graphics Design
- Web Content Systems & Framework: SharePoint and Joomla, Bootstrap and Zurb Foundation
- Sharepoint: Master page custom branding, design custom site and list template, handle webparts
- Animated banner ad
- SEO Web Marketing, Google Analytics

Print

Experienced in designing poster ad, magazine, print ad, banner, brochures and other print and promotional materials

PDF form

Designed PDF forms using MS Word, Adobe LiveCycle and InfoPath

Applications

Adobe Photoshop, Illustrator, Dreamweaver, Flash, InDesign, MS Office, SharePoint Designer, LiveCycle Designer, Powerpoint, InfoPath

■ ACCOMPLISHMENTS ■

- Infragistics Web Mobile Development Workshop 2014
- Kelby Training “Light It, Shoot it, Retouch it” 2011
- Netcom MS SharePoint 2007
- Development Training NY 2010

■ EDUCATION ■

Bachelor in Fine Arts, Major in Advertising