

Diego Ibanez - Visual Designer

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WORK HISTORY

Internet Brands – Visual Designer (*Mar 2017 - Present*)

- Design beautiful, purpose built, responsive website themes and user interfaces for multiple website platforms.
- Create different looks based on design direction and stakeholder feedback Source stock video and images
- Work with the Product Team to refine wireframes and develop design concepts.
- Present concepts to and gather feedback from product stakeholders.
- Collaborate with Product to optimize platform functionality and user experience.

Newegg – Sr Web Designer Email Marketing (*Jan 2017 - Feb 2017*)

- Manually adjust HTML code for email and landing pages using Dreamweaver
- Lead, set up, and execute email marketing campaigns
- Create email and landing page templates
- Work with copywriters, other designers, and campaign leaders
- Give training and supervision to new designers and assistant designers
- Clean and corporate design aesthetic

Innovative Metrics – Sr Web Graphic Designer (*Jul 2016 - Dec 2016*)

- Manually create HTML and CSS code for landing pages
- Work with developers, other designers, and CEO
- Design landing page templates for various verticals

Visionstar – Web Graphic Designer (*Aug 2015 - Jul 2016*)

- Design landing page templates, websites, brand guidelines, styleguides, and all internal company assets
- Manually create and adjust HTML, CSS code for landing pages and websites
- Work with developers, CEO and stakeholders
- Use Bootstrap framework for responsive design

Walla Media – Web Designer/Front-End Developer (*Mar 2011 – Jul 2015*)

- Design landing page campaigns for lead generation
- Manually create HTML, CSS, and JQuery code
- Work with developers, other designers, CEO and stakeholders
- Use Bootstrap framework for responsive design
- Browser testing for mobile and desktop
- Upload landing pages to staging server and push live
- Setup A/B test in proprietary internal system

National Satellite Systems – Senior Web Designer (*Mar 2009 – Mar 2011*)

- Lead the design department
- Manage and give training to junior designers
- Work with developers, VP of Marketing, CEO, and stakeholders
- Design TV, movie shows email campaigns and landing pages for lead generation
- Work with STARS, SHOWTIME, HBO, and The Movie Channel representatives

WHO I AM

I am a Designer with over 9 years of professional experience. I don't take constructive criticism personal, love learning new tools and frameworks, very organized and dependable. Stay up to date with web standards, can hand code HTML and CSS.

SKILLS

- Responsive Design
- UX/ UI
- HTML, CSS, JQuery
- Wireframes, Mockups, Prototypes
- Typography
- Use of Web Fonts
- Online Marketing
- A/B/Multivariate Test
- Mobile, tablet, desktop design
- Email Marketing

SOFTWARE/TOOLS

- Sketch App
- Photoshop
- Illustrator
- Adobe XD
- Invision/Marvel prototype
- Bootstrap
- LESS/SASS
- Email on Acid

EDUCATION

- Bachelor's Degree in Visual Communication
WESTWOOD COLLEGE
- Courses in Multimedia for Associates Degree
ITT TECH