ELENA CID DEL PRADO
VISUAL DESIGNER

INFO
310.612.4140
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elenaciddelprado.com

SKILLS
Photoshop
Illustrator
InDesign
After Effects
Dreamweaver
HTML5 & CSS
Preparing files for press
Online marketing
Social media network
E-Commerce site Management
QuickBooks
Microsoft Office
Languages: English & Spanish

EDUCATION
B.A., (Double Major)
Design/Visual Communications
& Art Studio
University of California, Davis
2009

Associate of Arts
Art History
Santa Monica College
2006

SUMMARY
Motivated, engaging & versatile visual designer specializing in web design & interactive media is looking to incorporate her love of creating designs and personal aesthetics to create beautiful, intuitive, and innovative design solutions.

EXPERIENCE

2012-PRESENT ● FREELANCE DESIGNER
LOS ANGELES, SACRAMENTO & SAN DIEGO, CA

Design
Interface design, personal & company websites, interactive websites, corporate identity, social media marketing & infographics.

Clients include
Rancho La Puerta, Membright, Metaphor Boutique, Pacific Palisades Elementary Charter School & The Research Group in International Performance & Culture at UCD

2010-2012 ● WEB DESIGNER / VISUAL COMMUNICATION SPECIALIST
DESIGNER STUDIO INC, SAN YSIDRO, CA

Design
Redesigned of company website & blog
Established style guidelines for company brand
Established guidelines for photos & product description
Ad units for website, email blasts, blog & social media
Layout, created images and selection of photography for blog
Marketing collateral, promotional material & digital billboards

Marketing
Administered various online & in-store ad campaigns
Managed all elements of stock product listings for landing pages
Directed photographer and models for photo shoots
Created content for marketing emails, increasing open rates by 20%
Social media Manager
Project Management
Maintained and provided update to online sites
Worked with: UGG Australia, Lacoste, Toms, Puma, Lucky Brand, Hugo Boss & Citizens of Humanity among other major brands

2009-2010 WEB / GRAPHIC DESIGNER
● DEPARTMENT OF THEATRE & DANCE,
UNIVERSITY OF CALIFORNIA DAVIS, DAVIS, CA

Design & Development
Creation of landing pages for events & student displays
Marketing and corporate identity collateral