Christina Moreno

Choctaw, OK 73020 | 512.669.1525 | stinapadilla@yahoo.com

Summary

Graphic Designer & Web Developer with extensive experience in print and web technologies for both large companies and startups. Demonstrated success bringing ideas to life through design layout, illustration, and image production, consistently completing projects ahead of schedule while reducing costs. Cross-functional collaborator adept at staying current on tools, technology, and trends. Solid prioritization, organization, and time management skills. Core competencies include:

Style Guides | Specification Documents | Illustrations | Process Development | Report Generation | Coding
Customer Service | Employee Training | User Experience (UX) Design | Marketing | Branding & Rebranding
Search Engine Marketing/Search Engine Optimization (SEM/SEO) | Promo Kits | Mockups | Social Media

Technical Skills

Adobe Creative Cloud (Acrobat, Photoshop, Illustrator, InDesign, Flash, Dreamweaver) | MS Office (Word, Excel, Outlook, PowerPoint, Publisher) CSS | XHTML | XML | XSLT | JavaScript | SQL Server Visual Studio .NET
CMS | Sitecore | eZ Publish | IIS | Homesite | Site Manager | Eloqua | Salesforce | CheetahMail
Aptana | AutoCAD | Inventor | SolidWorks | Windows & Macintosh

Professional Experience

TRUSTRADIUS – Austin, TX (Remotely)   Apr 2014 – Present
Graphic Designer & Web Developer (Part-Time/Contract)
- Use Adobe Creative Cloud to produce comparison maps, product reports, and software buyer guides for various industries and vendors; utilize Photoshop, XHTML, and CSS to build webpages that match PDF versions of guides.
- Support marketing with banner ads, brochures, guides, business cards, trade show artwork, t-shirts, and awards.

LIFESIZE COMMUNICATIONS – Austin, TX (Remotely)   Jul 2009 – Mar 2017
Graphic Designer & Web Developer (Part-Time/Contract)
- Constructed product microsites for Germany, China, and Japan using eZ Publish Content Management System (CMS), delivering 3 weeks ahead of schedule. Wrote CMS Quick Start Guide for outside vendor hosting company.
- Saved $2,700 by resolving CMS navigation issue in 1 day versus 1 week, eliminating need for outside consultants.
- Used Adobe Creative Cloud, XHTML, and CSS to build online promotions featuring Lifesize Video Conferencing.
- Supported marketing managers in the Americas, UK, and APAC with promo kits, print ads, datasheets, whitepapers, brochures, product number matrix documentation, and pop-up walls/banners for trade shows and exhibit events.
- Created custom email templates for sales team in Eloqua and Salesforce.
- Designed SEM landing pages, newsletters, and demand generation emails for global marketing campaigns.
- Added search engine optimization (SEO) tracking code to emails, landing pages, and microsites to track leads.

EMDS – Austin, TX   Jun 2010 – Dec 2011
User Experience (UX) Designer & Presentation Layer Developer
- Collaborated with product team, business analysts, and medical professionals to develop specification documents for electronic medical records (EMR) and practice management software, working in Agile development environment with daily scrums and tight deadlines.
- Served as XHTML/CSS lead, coordinating in-house and delivering code to JavaScript development team in India. Critiqued code from India to verify following of company standard coding practices and global styling.
- Utilized Adobe Illustrator to render low/high-fidelity mockups to conceptualize user interfaces based on product team needs analysis.
- Created icons and graphics used in software interfaces and public-facing patient portal websites.

Professional Experience

EMDS – Austin, TX   *Continued*
User Experience (UX) Designer & Presentation Layer Developer
- Used Bugzilla to track and resolve defects; SharePoint to assign tasks, build maps, show task progress, and track time; and SVN version control system to help prevent accidental overwriting of code.
- Converted wireframes/prototypes into standards-based XHTML and CSS using established global styling. Utilized Dreamweaver, XHTML, and CSS layout to code presentation layer.

MEALS.COM (WA), VERUS (WA), ENGAUGE DIRECT (TX)   Oct 2000 – May 2009
Interactive Production Artist
- Used Adobe Software to design and code web sites for multiple customers.
- Developed global marketing multi-language advertising campaigns, encoding 32 different language translations for emails and websites. Also developed and launched microsites and landing pages.
- Repaired QA bugs and completed client change order requests.
- Contacted email blast vendors to resolve technical issues, including CheetahMail, Lyris HQ, and Postfuture.
- Critiqued design concepts, identifying technical issues and limitations before presentation to client.
- Created project time estimates for client services, consistently meeting deadlines despite added custom requests.
- Received special company perks for working long hours to meet tight deadlines.
- Assisted creative department with email designs, template redesigns, promo boxes, and banner advertisements.
- Wrote new process guidelines, posting procedures to internal wiki for coworkers.
- Trained new employees and contract workers.

SOLECTRON (TEXAS INSTRUMENTS) – Austin, TX   June 1994 – Sept 1998
Manufacturing Experience
- Assembly Line Technician: Used schematics and parts catalog to assemble military computer components.
- Functional Tester: Followed functional test instructions to ensure quality of various electronic products.
- Level III Repair Technician: Adhered to military standards to repair electronic devices.
- Repair Specialist: Worked directly with engineers to discuss repair process and ensure the right components were ordered. Used database to look up part numbers and order parts from warehouse.

Education

AUSTIN COMMUNITY COLLEGE NORTHRIDGE – Austin, TX
Associate of Applied Science, Visual Communication Design – Emphasis in Web Design (GPA 4.0)

OKLAHOMA CITY COMMUNITY COLLEGE – Oklahoma City, OK
Certificate of Mastery, Computer-Aided Technology – Completion Date: May 2023 (Current GPA 4.0)

Volunteer Work

HILLCREST ELEMENTARY – Lake Stevens, WA (Remotely)   Mar 2019 – Present
Social Media Manager & Webmaster, PTA
- Developed website that enabled online fee collection for new memberships and school club registrations.
- Create artwork for letterhead, t-shirts, flyers, invitations, posters, website, and social media.
- Develop design templates for board, including writing various how-to guides.

Languages

English (native) | Spanish (speaking & reading)