

KATELYN DELACERDA

SENIOR VISUAL & WEB DESIGNER

EXPERIENCE

LEAD VISUAL DESIGNER • ICON WORLDWIDE • ZÜRICH, SWITZERLAND • SEPTEMBER 2018 - DECEMBER 2018

App UX / UI wireframing and design, working directly with clients, and researching latest UI design trends. Guiding junior designers with design strategy, understanding client direction, complying with brand guidelines of client organizations, and making design decisions based on web functionality and developer capabilities. Website design and prototyping with Adobe XD and InVision.

SENIOR VISUAL & WEB DESIGNER • TEAM VELOCITY MARKETING • HERNDON, VA • SEPTEMBER 2015 - AUGUST 2018

- **Built a highly in-demand RV, yacht, and boat dealership inventory Wordpress website product.** Successfully launched and sold to over 70 clients in the RV industry in the first year, nationwide as well as in Canada. Built over 50 websites for RV, yacht, and boat dealership clients. Focusing on lead generation, conversions, and site speed. Moving the client from an outdated website and brand to a fully mobile-responsive, SEO-optimized site with modern look & feel and updated brand. Logos and brand enhancements where needed. Focusing on improving the efficiency of website building process and turnaround. In charge of website maintenance queue and client interaction. Proficient in HTML & CSS.
- **Web creative team lead.** Built and trained our web team in building Wordpress website product to meet client timelines and needs. Incorporated client feedback and wish-lists when the product needed enhancements. Refining the product to exceed competitor standards, being the first to include must-have features and an easier, more seamless consumer experience.
- **Top RV manufacturer weekly email design and build,** copy writing, and email animations. Staying compliant and consistent with the manufacturer's established brand. Contributed to the manufacturer brand with ideas that were incorporated through entire website and print material. Email building consists of HTML coding full emails, and also with email building tools, Dotmailer and Bronto.
- **Worked closely with the organization's leaders and management.** Named and branded the organization's marketing technology platform, Compass. Branded the organization in print, web, events, and corporate identity.

JUNIOR DEVELOPER • NATIONAL ASSOCIATION OF BROADCASTERS • WASHINGTON, DC • MARCH 2015 - SEPTEMBER 2015

Content maintenance for a wide range of association websites with HTML and CSS. Use of content management systems such as Wordpress and Joomla. Transferring content from static to improved, responsive platforms. Working with teams in order to improve and expand user experience within the organization. Designing and developing polished, intuitive user interfaces for several new employee portals with the Foundation framework and custom HTML / CSS. Building advocacy websites and blogs with Wordpress in order to make content maintenance more streamlined for existing and new users. Designing web advertisements and infographics for advocacy issues, association events, as well as other internal creative needs.

PRODUCTION DESIGNER • SY PARTNERS • NEW YORK, NY • JANUARY 2015 - FEBRUARY 2015

Taking full ownership of the production process for all project material before, during, and after events, assisting both internal and external personnel simultaneously. Design and production of print and digital material, promotional products as well as animations. Working in teams to meet various immediate project deadlines. Assisting the manager of the production department, including administrative tasks. Production, construction, and set up of event wayfinding materials, including large and small format. Facilitating bindery assembly lines to produce event materials, running various printers simultaneously, as well as management of digital assets. Event photography, image retouching, and design asset photoshoots.

LEAD GRAPHIC DESIGNER • FALCON DESIGN & PRINT • TYSONS CORNER, VA • JANUARY 2013 - JANUARY 2015

Print design and web services for small and large corporations. Design projects included marketing collateral, logo design and branding, stationary, mailings, invitation suites, event design, campaign design, signage and large format, trade show items, and promotional products. Knowledge of special applications including foil, emboss and deboss, die cuts, and as wide range of paper options. Proofing, typesetting, digital and offset pre-press responsibilities. Web services include site design and custom development using HTML, CSS, Wordpress, and content maintenance. Domain setup, web hosting, and server transfers. Providing exceptional customer service. Building and maintaining close relationships with clients, essential for the team to be the 'go to' for all customers. Meeting all customer deadlines and requirements with close attention to detail. Maintaining great relationships with partners.

EDUCATION

BACHELOR OF ARTS OF VISUAL ARTS • UNIVERSITY OF MARYLAND BALTIMORE COUNTY • BALTIMORE, MD • JANUARY 2009 - DECEMBER 2011

Cum Laude, 4.0 GPA and Dean's List in Fall 2009. Maintained above 3.0 GPA.