

## TECHNICAL SKILLS

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### APPLICATIONS

Photoshop  
Illustrator  
InDesign  
Sublime Text  
Grunt  
Versions

### LANGUAGES / FRAMEWORKS

HTML, CSS, LESS  
XML, XSLT  
Mustache  
Jquery  
Skeleton  
Bootstrap

### SKILLS

Responsive Design  
Mobile Design  
Wireframing  
Cross Platform Testing

## PORTFOLIO

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[www.giselavargas.com](http://www.giselavargas.com)

## EXPERIENCE

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### Freelance Designer ([giselavargas.com](http://giselavargas.com))

Freelance Visual and Web Designer, *January 2010 to Present*

Generate concepts, execute design, development and production on various websites and print materials. Companies have included: Turn-Key Solutions International, Creative Circle, Jell Creative, Martin Group, Ingraham Creative & Polyform Products.

Specialties: responsive web design, visual design and logo design.

### SIM Partners

Interaction Designer, *March 2014 to January 2016*

SIM Partners technology empowers Enterprise brands to maximize digital marketing results at a local level by optimizing location-specific content and business information to dominate local, mobile and social search results for hundreds or thousands of local entities.

Helped with the design, development of various profile and directory pages.

- Duties involved both equal amounts of web development and design. Responsible for designing location page layouts and developing them. Created wireframes, mockups, and wrote HTML, CSS and either XSLT or mustache to build pages.
- Worked with client success personnel, product owners, managers, and other designers to collaboratively come up with design solutions for webpages.
- Created engaging local pages in order to help consumers convert to online or offline sales. This included using click to call buttons to track calls and measure local marketing efforts, custom calls to action like request an appointment and sign-up email forms, and making sure location information was visible and accessible to the consumer. Pages were also created to drive in-store traffic by promoting coupons and offers on location pages.
- Produced responsive designs. Pages were optimized for desktop, tablet and mobile. Mobile friendly responsive pages were created to drive conversions.
- Helped create location pages for Advocate Healthcare who offer more than 250 sites of care and employs 6,300 affiliated physicians. Responsible for developing pages for Shoe Carnival to generate more in-store foot traffic and to make local data for its 400-plus stores visible for desktop and mobile use.

## **Newark element14, Chicago, IL**

Front End Web Designer & Developer, *May 2012 to July 2013*

- Responsible for re-designing the company website, using consistent branding, colors & corporate aesthetic style.
- Time was divided between web development and design. Responsible for designing landing page layouts and custom graphics such as banners, espots, and icons.
- Time was also spent formatting content using CSS and converting Photoshop documents to HTML.

## **Hubbard One, Chicago, IL**

Web Production Design Intern, *June to December 2011*

- Worked with project managers, developers and concept designers to effectively create HTML minisite templates that adhere to current web standards. Completed multiple support tasks to fix website bugs and client-based issues.
- Learned best practices on how to write clean HTML code and CSS that works in a wide variety of browsers, such as Firefox, Chrome, Safari and older browsers such as IE6 and IE7.

## **Blueprint Design Studio, Chicago, IL**

Web Design Intern, *March to April 2011*

Responsible for the design and layout of several websites, splash page, twitter background and facebook pages. Client work included projects for Urba Baby, Direct Line Cruises, and Illinois Lending Company.

## **Mid-America Real Estate Group, Oakbrook Terrace, IL**

Graphic Designer, *February 2005 to January 2009*

Worked with sales associates and brokers to develop marketing collateral. Communication pieces included brochures, flyers, newsletters, and multiple page investment financial books.

## **Woodland Middle School, Gurnee, IL**

Spanish Teacher, *August 2000 to June 2003*

## EDUCATION

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### **Westwood College of Technology**

Associate degree in Graphic Design and Multimedia, December 2004.

4.0 GPA: Achieved Dean's List and Director's List.

### **DePaul University**

M. Ed. in Teaching and Learning

### **University of Illinois**

Bachelors of Arts, Spanish

Semester Abroad: University of Illinois/ Granada, Spain Exchange Program

## LANGUAGE

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- Fluent knowledge of Spanish
- Intermediate knowledge of Italian