

Oscar Izarra

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SKILLS:

GRAPHIC DESIGN

Adobe Creative:

Photoshop	■■■■■□
Illustrator	■■■■■□
InDesign	■■■■■□
Acrobat	■■■■■□
Dreamweaver	■■■■■□

WEB DESIGN

UI	■■■■■□
Adobe XD	■■■■■□
HTML / CSS	■■■■■□
JS	■■□□□□
WordPress	■■■■■□
Google Analytics	■■■■■□
Social Media	■■■■■□
E-mail production	■■■■■□

PERSONAL SKILLS

Team player	■■■■■□
Listen / ask	■■■■■□
Bottom line focused	■■■■■□
English/Spanish	■■■■■□

MORE

Two mentions of honor for packaging design by the Art Directors' Club of Philadelphia.

SELECTED BY PRINT MAGAZINE for the Annual Regional Design Issue.

Macromedia Flash Site of the Day.
Yahoo's Internet Life's, "Sites We Love"
Graphic Design - U.S.A.

Awarded creativity. Problem solver. Web and print. UX/UI Design redesign and refreshes, launch and manage powerful professional websites. Social Media production. High-end graphic design skills.

SENIOR WEB DESIGNER

TWIN STAR HOME DELRAY BEACH, FL – 2011 – 2019

- Web designer for a leading furniture company. UX/UI designed and developed corporate sites in WordPress, plus standalone landing pages for seasonal trade shows and campaigns.
- Experienced email campaign developer: list management, email design and developing, data collection for measurement.
- Implementation customization of Google Analytics, Google Tag Manager and Google Console.
- Design print product catalogs as well as digital catalogs for ebook or digital distribution.
- Branding design and POP
- Social Media production

BLUEGREEN CORP. BOCA RATON, FL 2010 – 2011

- Design, develop, testing of email campaigns and newsletters.
- Web Design - UI and updates for corporate websites

TELMEX USA, Miramar, FL - 2008 – 2010

- Implemented complete overhaul of www.telmexusa.com.
- Consolidate the face of all internal management web tools for graphic consistency, using css on jdeveloper.
- Also, creation of User Guides for web management tools.

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EDUCATION

Temple University, Philadelphia, PA.
MBA, Major in Marketing, 1997

Instituto De Diseño De Caracas, Venezuela
BFA, Major Graphic Design & Illustration, 1989