ARIS AURELLANO

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SUMMARY

I'm a designer with seven years experience adept in prototyping, UI, and front-end web development. I utilize a user-centered approach to help create the best possible user experience. I take pride in being a creative, meticulous professional that thrives in a team environment.

SKILLS

User Experience

Sketching, Wireframes, Mockups, Prototypes, Visual Design (Mobile and Desktop), Brand Guidelines, Accessibility, Interface Specifications and Documentation, Usability Testing, A/B Testing, Responsive Design.

Programming and Software

HTML5, CSS3, Javascript, jQuery, XML, Flash, Actionscript, Photoshop, Illustrator, Dreamweaver, InDesign, Adobe XD, Balsamiq, Flash, Microsoft Office.

WORK EXPERIENCE

Senior Designer
(School Outfitters, December 2014 - Present)

• Created and tested front-end code (HTML5, CSS3, JavaScript, jQuery).

• Implemented brand standards and guidelines to create a consistent company image and identity.

• Increased website engagement, conversion rate, and web sales in 2015 by optimizing the company web interface and developing a user-centered design process.

• Created a product selling tool that yielded a significantly higher web conversion rate than the company's traditional online buying process.

• Researched and helped implement a remote usability tool that increased customer insights.

• Created compelling internal and external promotional print materials within budget and time constraints.

• Consistently met or exceeded annual key performance indicators.

Designer
(School Outfitters, November 2009 - December 2014)

• Assisted with front-end web development and design of the company website to improve functionality and usability.

• Designed and/or hand-coded quarterly web promotions, retargeting ads, and email marketing campaigns that lead to increased website visitor traffic, and website coupon redemptions.

• Increased the number of promotional emails produced per month by creating email templates and layouts.

• Created logos and branding for four private label products: Norwood, Sprogs, Primary Colors, and Learniture.

Multimedia Content Developer

(Purdue Civil Engineering Multimedia Digital Lab, June 2008 - June 2009)

- Created transportation construction learning modules and animations using Flash and ActionScript.
- Lead mobile development research that directly resulted in our first iPhone application.
- Helped develop UI for bridge inspector iPhone application.
- Redesigned websites for clients such as Ivy Steel & Wire, Purdue Construction Engineering & Management, and the Indiana Department of Transportation and ensured all were in 508 compliance.

EDUCATION

Purdue University

(West Lafayette, Indiana - May 2009)

Major: Computer Graphics Technology (Interactive Multimedia)

Degree: Bachelor of Science