

lizshaules

web designer

858.449.8022
ekshaules@gmail.com
opal-ink.com

work experience

- 2011 - Now **Lead Acquisition Designer / Manager**
Guthy-Renker™
Lead a team of designers in developing full digital campaigns for brands such as **Proactiv®** and **WEN®** hair care.
- 2009 - 2011 **Senior Web Designer**
Mercatis Media™
Worked on the team responsible for developing creative marketing solutions for brands such as **Perricone MD™** and **LiVea™**.
- 2008 - 2009 **Senior Web Designer**
Pinnacle Direct Marketing™
Collaborated with the marketing team to develop full digital marketing campaigns. Developed unbranded products, such as **Striation™**, into successful full-fledged direct response campaigns.
- 2005 - 2008 **Junior/Mid-Level Web Designer**
Fox Interactive Media™
Innovated marketing for products such as **Hydroderm™** and **BodyShape™** turning FIM into a \$50 million a year business.
Designed and coded new banner suites, emails, and conceptualized new landing pages.

education and studies

- 2000 - 2004 **Bachelor of Arts: Applied Arts & Sciences**
San Diego State University, CA
emphasis: Graphic and Web Design
minor: Internet and Database Programming for Small Businesses
- 2000 - 2002 **Graphic Communications Studies**
Palomar College, San Marcos, CA
emphasis: Web Technologies and Motion Graphics

relevant skills

Adobe Creative Suite

10+ years experience

PhotoShop

Skilled in image manipulation and correction

Flash

Versatile in design and animation; good ActionScript foundation

Dreamweaver

CSS and HTML

Working experience converting artwork into functional websites

JQuery and JavaScript

Good working knowledge

PHP and MySQL

Good working knowledge with 4 years of experience

info

Web design has been a passion of mine for over a decade - starting as a love for electronic art and later developing into a serious career.

By combining both my artistic and programming skills I can look at projects from both angles to come up with unique solutions.

The three concepts that guide my design process are usability, user experience, and improving conversion. I am a hard working, skilled, and very dedicated web designer.