



ANGIE HERRERA

DESIGNER & FRONT-END DEVELOPER

LOCATION	PHONE	WEBSITE	EMAIL
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PROFILE

A bit about me

I take pride in my ability to translate ideas through design and code the design up properly. But my personal skills are what really round out my designer skillset: I listen intently; I ask questions; I persuade and recommend; and I think about the user at all times. Also, I need to know *why*. What is the why behind the project? The interface? The copy? My work is best when there is value behind every pixel. I work diligently to get to that why.

EXPERIENCE

Where I've been

BLOCK 81 Owner / Independent Designer | 2003 – present

Plan, manage, create, and deliver a broad range of branding and web projects for a variety of clients.

AVENUE SALON SPA Marketing Director & Designer | Nov 2008 – Oct 2011

Plan, design, implement, and manage online and offline marketing efforts to bring in repeat & new clients.

SCHNELL CREATIVE GROUP Contract Designer | Sep 2003 – Dec 2007

Art direction and design production for various print projects for Schnell Creative Group clients.

DENNIS UNIFORM MANUFACTURING COMPANY Graphic Designer | Oct 2000 – August 2003

Assist head designer in creating a variety of print and display collateral. Created and managed company Intranet and redesigned company website.

EDUCATION

Where I learned the basics

OREGON STATE UNIVERSITY

BFA Applied Visual Arts / Graphic Design – 2000

SKILLS

What I'm good at

Project management and client communication

Web / user interface design using Sketch, Adobe XD, Adobe Photoshop

Front-end development: HTML, CSS/SASS, flexbox, basic JavaScript, jQuery, CodeKit, Git

Information architecture and user experience design

Content management systems: ExpressionEngine, Craft, Statamic, WordPress

Zurb Foundation (front-end framework)

Brand identity and logo design

Consideration and execution of accessibility in visual design

On-page SEO

HTML email development

LAMP server environment particularly using MAMP Pro

Obsessive attention to detail

Usual suspects: Microsoft Office, Google Docs, macOS environment

Additional software: Adobe Illustrator, Adobe InDesign, Adobe Lightroom Classic, ScreenFlow, Final Cut Pro X

Fluent in Spanish