



# ANGIE HERRERA

DESIGNER & FRONT-END DEVELOPER

## LOCATION

Portland, OR

## PHONE

503 407 0891

## EMAIL

[angie@block81.com](mailto:angie@block81.com)

## PORTFOLIO SITES

[block81.com/work](http://block81.com/work)

[work.angieherrera.com](http://work.angieherrera.com)

## 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 2001 – 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 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, CSS Grid, 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