

LARRY GAMBOA | WEB GRAPHIC DESIGNER

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OBJECTIVE

- » To obtain a challenging and fulfilling position in the Web Design/Development industry that allows me to contribute and continue to develop my proven creative, technological and interpersonal skills

RELEVANT SKILLS

Extensive Web Design and Development Skills

- » Comprehensive experience as a graphic designer working with Adobe Creative Suite to create visually aesthetic website mock ups, web-ready graphics and print materials
- » Extensive background in print production design – desktop publishing, page layout and digital imaging
- » Extensive knowledge of HTML and CSS languages with ability to integrate various programming environments such as JavaScript and JQuery
- » Proficient in common web standard practices to make websites fast loading, easy to maintain, intuitive to use, easy to update, cross-browser compatible and rank high in search engines
- » Knowledgeable in the Scrum process, an Agile framework for completing projects with rapidly changing and highly emergent requirements
- » Knowledgeable in responsive web design, UI/UX design principles, content management systems and front-end frameworks like Bootstrap, Materialize and Foundation
- » Ability to manage multiple projects and deliver projects in a deadline oriented environment

Strong Interpersonal, Customer Service, and Communication Skills

- » Highly adaptive and responsible; able to excel independently and as a team member
- » Possess a strong ability to learn new skills and techniques quickly and effectively
- » Experienced in working with a wide array of high profile clients and their staff

WORK EXPERIENCE

Senior Web Content Producer

May 2016 – October 2020

Petco, San Diego, CA

- » Responsible for front-end eCommerce content production on Petco.com – weekly sitewide promotions, vendor landing pages, seasonal campaigns and other site enhancements – to drive online revenue
- » Utilized HTML, CSS, JavaScript and UI/UX best practices to code and deploy web content within Petco's proprietary content management system while adhering to responsive web development guidelines
- » Performed cross-browser and cross-platform testing on new and updated web content to support sitewide promotions and site enhancements
- » Maximized user experience and overall site effectiveness by implementing site content and programs that provide a valuable user experience while meeting the needs of various internal and external business partners
- » Collaborated with web/graphic designers to produce wireframes and designs throughout the project life cycle from concept to deployment
- » Worked with project managers to define the timeline and deployment of web promotions and campaigns on Petco.com using Trello

WORK EXPERIENCE (continued)

Web Graphic Designer (contractor)

May 2015 – May 2016

KCD | PR, San Diego, CA

- » Developed logos and marketing collateral pieces such as brochures and tradeshow banners for clients in the B2B, financial and professional services industries
- » Utilized Wordpress to design and develop custom websites for financial services clients
- » Managed and prioritized multiple client and internal projects to assure quality delivery

Zenith Education Group, Santa Ana, CA

- » Designed the mobile/tablet versions of ZEG's WyoTech.edu and WyoTech lead generation landing pages
- » Collaborated with third party web developers to update the lead generation user experience for ZEG's Everest.edu and other Everest microsities
- » Utilized the Everest.edu style guide to design content pages and lead generation microsities

Patient Safety Movement, Irvine, CA

- » Assisted in the redesign, content migration and development of PatientSafetyMovement.org, an organization committed to preventing zero hospital patient deaths by 2020

CTSC Law, Irvine, CA

- » Redesigned and developed the website for Orange County's CTSC Law on the Wordpress platform utilizing HTML 5 and CSS 3

Web Designer

April 2014 – April 2015

HD Supply, San Diego, CA

- » Collaborated with UX and web development Scrum teams to produce wireframes and conceptualize mock up designs for new HDsupplysolutions.com features and enhancements
- » Developed high conversion landing pages for HDsupplysolutions.com using HTML, CSS and the front-end responsive framework, Bootstrap
- » Worked with internal marketing teams to deliver email campaigns for HD Supply promotions, sales and announcements to drive online sales

Web Designer / Developer

May 2012 – April 2014

Broadridge Advisor Solutions, San Diego, CA

- » Produced high quality and visually appealing financial advisor websites utilizing Photoshop and graphic design skills
- » Developed functional, cross-browser compatible and responsive websites on Broadridge's proprietary content management platform using hand-coded skills in HTML and CSS languages as well as implementing multiple JQuery tools and libraries
- » Worked with project managers to maintain websites for high profile financial advisor clients from companies such as Wells Fargo Advisors and AXA Advisors

EDUCATION AND TRAINING

UC San Diego Extension Web Development Bootcamp

September 2020 - present

- » Currently enrolled in UCSD Extension's Web Development bootcamp program

Platt College – San Diego

2001–2002, 2005–2006

- » Received AAS in Graphic Design on November 2002 and BS in Media Arts on October 2006

San Diego State University

1997–2001

- » Studied courses in fine arts, graphic design, typography, and digital imaging