

Hector A. Aranda

Web & Visual Designer

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EXPERIENCE

Contract Web Designer

February 2022 – December 2022

Abaxx Technologies, Inc. - Toronto, Canada

Redesigned the SmarterMarkets™ website by collaborating with project leads to understand the scope of the new design and offer creative, scalable solutions.

- Created wireframes and high-fidelity mockups in Figma that were rendered in WordPress using Elementor Pro.
- Provided guidance to a graphic designer in the creation of visual assets resulting in a more cohesive design across the website.
- Leveraged strong knowledge of WordPress to deliver a customized site that met the client's needs.
- Trained team members in content creation and site management by creating simple-to-follow video tutorials.

Visual Designer & Content Creator

2016 – 2021

Mac House - Fremont, CA

Worked with clients to conceptualize creative ideas and oversaw design projects from proposal to delivery that included work in 2D motion graphics, web design, and social media.

- Led design team in the creation of 2D motion graphics projects by collaborating with creative directors to develop graphics treatments and deliver high-resolution animation files for the final cut.
- Increased company social media following on Instagram by establishing an editorial schedule, copywriting engaging captions, and creating and curating noteworthy visual content.
- Defined the company's visual style by developing brand guide, creating and distributing branded newsletters, and designing templates for client proposals.
- Collaborated with the in-house team to create distinctive visual assets for client web and graphic projects.
- Exceeded expectations by finding creative solutions to design challenges that resulted in happy clients returning for more projects.

Web Designer & Developer

2007 – 2016

Hector Aranda Designs - San Jose, CA

Successfully established and managed a web design business for 9 years that maintained a high level of customer satisfaction, received positive feedback, and referrals from clients.

- Created over 50 custom designs for clients from diverse industries, delivering high-quality results within tight timelines and budgets.
- Provided creative solutions to clients, keeping up-to-date with the latest design trends and web development best practices.
- Fine-tuned self-management skills through the daily operations of the business, including client relationship management, project management, financial management, and team leadership.

SKILLS

Software: Adobe Photoshop, Illustrator, Indesign, Lightroom, Premiere, After Effects; Figma; Invision.

Proficiency: HTML5, CSS3, WordPress, Woocommerce, Shopify, Mailchimp.

EDUCATION

De Anza College

January 2002 – June 2005

Associates of Art - Cinema & Video Studies