

EILEEN GENEVRO

WEB DESIGN AND PRODUCTION

CONTACT

Santa Clara, CA
512-417-4638
eileen.genevro@gmail.com
www.genevro.com

SUMMARY

Highly effective and flexible designer, capable of meeting creative deadlines and taking projects through all phases (concept, creative review, technical production, and delivery).

STRENGTHS

- Extensive knowledge of **Photoshop**, **Illustrator**, and **InDesign**
- Strong **HTML** and **CSS** coding ability
- Create wireframes and prototypes using **Adobe XD** and **Axure**
- Familiar with **SEO**, **WordPress**, **JavaScript**, **PHP**, and **SQL**
- Expert in organization, communication and time management

EXPERIENCE

Graphic Designer, Genevro Design; Santa Clara, CA — 2015-Present

Designed and branded new email templates for Whole Foods Market.

- 10% increase in open rates by coding responsive email with HTML and CSS
- Created images in Photoshop which precisely followed corporate brand standards
- 30% higher web performance by designing strong call-to-action buttons
- Developed designs based on marketing content requirements

Created prototype for recipe app with a focus on user experience.

- Lead team through all facets of design from requirements to high-fidelity prototype
- Used Axure to create user flow and wireframes to demonstrate user experience
- Created assets in Photoshop to enhance realistic interactive mockup

Developed online registration prototype for Silicon Valley Open Studios.

- Created a high-fidelity prototype with Axure
- Improved page layout and usability by updating PHP files with Bootstrap code

Improved usability by redesigning outdated websites to responsive display.

- Created logos, icons, and graphics with Illustrator
- Used Bootstrap to create HTML prototypes

Email Campaign Manager, Whole Foods Market; Austin, TX — 2006-2015

Designed, setup and managed thousands of weekly email marketing campaigns from first draft to post-deployment analysis.

- Increased sales on products featured in emails
- High open and click-through rates resulted in improved web performance
- Developed an email design proofing process using ProofHQ for management review
- Improved performance by using Litmus.com for A/B testing

EDUCATION

USER EXPERIENCE AND WEB DESIGN CERTIFICATE — 2017

UCSC Silicon Valley Extension; Santa Clara, CA

BACHELOR OF ARTS DEGREE, FINE ART

St. Xavier University; Chicago, IL