

LOUELLA LANDICHO | *Front End Developer* | louella_landicho@yahoo.com

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SUMMARY:

Passionate lead creative designer with 10+ years of experience in print, web, digital marketing and familiar with UI/UX best practices. Able to work under pressure, team player, detail-oriented, curious and loves challenges. Looking to use my web development skills with an end goal of creating beautiful, user-friendly, and functional digital products.

SKILLS:

Proficient understanding of web markup, including HTML, CSS, Bootstrap and Materialize. Familiar with JavaScript and jQuery. Working knowledge with React, MongoDB, Express, Node and MySQL. Expert in Photoshop, Illustrator, and InDesign. And familiar with digital marketing tools such as SEO, Google Analytics, Social Media and Email marketing.

APPLICATIONS BUILT:

UI/UX Designer | StockGen <https://www.youtube.com/watch?v=5PtsaH-ALoA&feature=youtu.be>

Description: Your personal financial advisor giving you financial recommendations.

Technologies: Node, Firebase, HTML, JQuery, CSS, JavaScript and Materialize.

Web Developer | Friend Finder <https://peaceful-meadow-23721.herokuapp.com>

Description: This app will take input from users and output name and photo with the best match.

Technologies: Node, Express, Handlebars, JavaScript, JQuery, Sublime Text and Materialize.

Web Developer | Eat Da Burger <https://guarded-depths-94012.herokuapp.com/index>

Description: An app that let users input a burger name and add to the menu and MySQL.

Technologies: MySQL, Node, Express, Handlebars, Sublime Text and Materialize.

PROFESSIONAL EXPERIENCE:

Lead Creative Designer | NovaBay - Emeryville, CA June 2014 - Present

- In charge of designing, developing, and monitoring four websites, increased conversation rate and brand awareness.
- Responsible for the company three global brands, communications, marketing and tradeshow.
- Managing four digital marketing using SEO, Google Analytics, Social Media and Email marketing.

Web Graphic Designer | NovaBay - Emeryville, CA Sept 2011 - June 2014

- Designed, developed, and managed three company websites using WordPress and BigCommerce.
- Produced creative print solutions for the Wound and Eye Care brands.
- Implemented four digital marketing using Google Analytics, Social Media, SEO and Email marketing.

ADDITIONAL EXPERIENCE:

UX Designer | Flite Jan 2011 - May 2011

Web Graphic Designer | ABS-CBN International Oct 2004 - Jan 2011

Web Designer | Netopia Oct 2003 - Jan 2004

Web Graphic and Marketing Assistant | CP Lab Safety May 2001 - June 2004

Web and Graphic Designer | Eye Institute of Marin June 2004 - July 2005

EDUCATION AND COURSES:

UC Berkeley Extension, Certification in Full Stack Web Development 2018

Academy of Art University, Attended Graphic Design Classes 2008

Silicon Valley College, Bachelor of Art in Design and Visualization 2004

Santa Rosa Junior College, Applied Graphics Certificate 2001