



Ellice Sanchez
Graphic Designer

[resume]

I am an awesome graphic designer who able to design for web, print and motion graphics. I started freelancing design services while still and college, and having enjoyed creating great design for over ten years. I am seeking to create designs that meet the client's goals and adhere to design principles. I also have preference for remote working, with my excellent, 3-screen computer, HD webcam, and studio-quality mic.

Skills

Graphic Design

- > Logo Design
- > Branding
- > Style Guide Creation/ Use
- > Product, Real Estate, Commercial Photography (Capturing, editing RAW file, lighting)
- > Presentation Design

Print Design

- > Business Cards
- > Brochures
- > Packaging
- > Signage

Web Design

- > Front-End Design
- > Wireframes
- > Software Design
- > Responsive CSS
- > Basic Hosting Support
- > Write WordPress Themes
- > EBlast Design (HTML, or with UI software)
- > WCAG Accessible Design

Motion Graphics

- > Storyboarding
- > Kinetic Type Animation
- > Script Writing
- > Voice Acting for Product Videos
- > Audio Recording/ Editing

Business Design

- > MS Word/ Outlook Templates, Themes
- > MS PowerPoint Templates, Themes

Creative Management / Software Management

- > Project Management
- > Ticket Management
 - >> Scope Definition, Documenting Requirements
 - >> Tracking/Advocating Ticket Progress with Needed Team Members
 - >> Traffic Control
- > Customer Support and Understanding
- > Quality Testing, Controls
- > Creative Direction, Mentoring, Training junior designers
- > Training Clients to Use WordPress
- > Print Job Management, Printer's Quotes
- > Writing and sending press releases.

Other Creative Skills

- > Poi Dancing
- > Painting with Oil Pastels, Oil Paints, or Acrylic
- > Wire-wrapping, soldering silver, gemstone setting
- > Photography: Nature, Portraits, Product
- > Novice Music Artist
- > Spiritual Arts

My technical specifications...

Education

- > University of the Incarnate Word
BFA in Graphic Design
Sept/2006–May/2010

Languages

- > Conversational Spanish
- > Fluent HTML5/CSS3
- > Some PHP
- > Conversational ASPX

Operating Systems

- > Windows
- > Mac
- > Android

CMS

- WordPress ★★★★★
- DNN ★☆☆☆☆

Software & Applications

- > Microsoft Office
 - >> PowerPoint
 - >> Word
 - >> Outlook
 - >> Excel
- > Adobe Creative Suite
 - >> Illustrator
 - >> Photoshop
 - >> Dreamweaver
 - >> InDesign
 - >> After Effects
 - >> Audition
 - >> Bridge
 - >> Media Encoder
 - >> Lightroom
 - >> Camera Raw
- > PHP MyAdmin
- > cPanel
- > QuickBooks
- > FL Studio

Certifications

- > WAI0.1x Introduction to Web Accessibility (WCAG 2.1 A/AA Hawk)



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Where I have worked...

Health Portal Solutions - Portal Design Specialist (part-time) March 2020 - Current

Due to "tough economic times" and the pandemic, I was reduced to part time again.

Health Portal Solutions - Portal Design Specialist (full-time) October 2018 - March 2020

Due to increased workload, I initiated being full time again.

Health Portal Solutions - Portal Design Specialist (part time) January 2018 - September 2018

Massive lay-offs took place, I was reduced to part time. Job duties were scaled back to essential product and software design, and marketing design as stated below.

Health Portal Solutions - Portal Design Specialist (full time) July 2016 - December 2017

This job is unique. HPS started as my best paying client but when they saw the value of their improved interfaces on select screens for their clients, they decided to make the investment of overhauling their entire product by offering me an in-house job. I started off as a specialized portal designer but since it is a small company, I took on more rolls.

Product and Software Designer: Lead designer, creative manager for in-house product development. Designed interfaces for health portals, inclusive of wireframes, graphics, styleguide; generated HTML/CSS for coordination with .NET developers. The sales team attributed closing a deals due to prospects after being impressed with the product design.

In-house Graphic Designer: Designed marketing materials for the company, including website design, WordPress development, logo design, business card design, brochure design, motion graphics, voice-over talent and corporate graphics. Created corporate marketing graphics (eblast, website updates, sales brochures/flyers), press releases, and branding style guide. Assisted in training and creative direction with junior designers.

Business Analyst: Conducted documentation of scope, clearly communicating expectations and responsibilities of team members, ticket management, feature development oversight, client meetings (particularly when others were on vacation or on maternity leave). Assisted with all business analysts to take customer support calls; this was a good opportunity to learn where interfaces could be improved to tangibly reduce call volume with graphic design and workflow changes. Actively spotted defects and interfaces that could be improved (or did not meet style guide standards) to document and schedule incremental improvements to the product. Project managed tickets and WCAG 2.1 initiative.

Quality Control: Product testing to include designed interfaces graphically matched mock-ups, to extensive testing to look for any logic flaws or ways users could circumvent rules. Wrote testing scripts and coordinated company wide testing of major features.

Highlights:

1 - During a perfect storm off all management being seriously ill at the same time, I filled in as the traffic controller, and implemented a 2 week sprint system; adhering to this schedule, and clearly communicating achievable ticket goals to the development team had results in clearing out a 3 year running backlog of tickets and the sales team was extremely happy to see new features being launched on a regular 2-week routine.

2 - Combining the design, development, business analyst, and quality control experience, I helped the business analysts to write better tickets. Initially, tickets were very vague and this left developers confused with what was expected, and made it difficult to QA test against any documented expectations. I helped to encourage other analysts to use a similar format, by leading by example. This helped the developers achieve the intended goal faster, and without misinterpreting what the ticket was asking for. It also helped with the QA team, as they did not have to ask the person who initiated the ticket in multiple verbal conversations for the ticket scope and testing criteria; all documentation was in the ticket, and if anyone was sick, another person could read the ticket and continue the work.

Complements from Supervisor

From: Art Scanlan
<ascanlan@hpsglobal.net>
Sent: Friday, July 12, 2019 1:46 PM
To: Ellice Sanchez
<esanchez@hpsglobal.net>;
Art Scanlan
<ascanlan@hpsglobal.net>
Cc: David Rottner
<drottner@hpsglobal.net>;
James Burkholder
<jburkholder@hpsglobal.net>
Subject: Thank you Ellice!

Ellice,

Here is a note and thank you about this week and your extra effort:

RE: we had a very busy week this week and a lot of people out... with a lot of customer demand.

You stepped up and made a difference, especially with the extra work you produced for customer support and services, solution design and documents, and project management and communications. Excellent work and quality!

Your extra effort is noticed and appreciated!

Thank you -Art

Art Scanlan
Director, Information Technology
855.414.1014 ext. 353 | ascanlan@hpsglobal.net



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Concept Incarnate - Designer-in-Chief

2008 - Current

In charge of account management, accounting, contracts, business development, proposal writing and marketing for company. Designed materials for company and clients, including website design, WordPress development, logo design, business card design, brochure design, motion graphics, blog writing, poster design, social media graphics.

Other tasks include training clients in WordPress and project management, QA testing, server management, IT support, and email support.

Upon taking the job for Health Portal Solutions, I became more selective of the client tasks I sought out, but continue helping small businesses with their graphic design needs.

Also in charge of coordinating secondary line of business, running an annual public arts/crafts event for local artists/artisans, coordinating vendors, marketing event, and press releases.

Webhead - Marketing, Graphic Design

July 2014 - March 2015

Worked directly under CEO to meet marketing vision for the company; applied commercial design skills to in-house marketing needs, in addition to supporting commercial team with overflow task which include: Website design, mobile site/application design, website maintenance, business card design, brochure design, proposal design, training materials, e-blast design, signage design, motion graphics, website development, QA testing and project management.

Webhead- Multi-Media Graphic Designer

July 2011 - July 2014

Worked in commercial department to support commercial client needs involving: Website design, mobile site/application design, website maintenance, website maintenance management of production staff, business card design, brochure design, proposal design, training materials, e-blast design, signage design, motion graphics, website development, QA testing and project management.

TheMightyGroup - Full Time Graphic Design Contractor

May 2010- September

Updating Clients' Website Content, Logo Concepts, Print Design Refinements, Developing Studio Portfolio, Print Design from Style Guides

Boss Creative - Designer & Developer Intern

May-July 2009

Updating Clients' Website Content, Developing HTML Code, Logo Refinements, Modifying & Updating Website Designs, Print Design Refinements, Contacting Clients

Entities I have done work for...

I have done work as a contractor or team member working on projects ranging from signage, business cards, content management, design support, website design and coding, flyers, billboards and e-blasts for clients including...

- San Antonio Parks and Recreation
- the City of San Antonio
- Delicious Tamales
- The US AirForce
- Christus Santa Rosa
- the University Health Systems
- Sunset Station
- Sushi Zushi
- San Antonio Conservation Society
- NIOSA
- the San Antonio International Airport Concession,
- Representative Ivory Taylor
- the Vidorra Condominiums
- American GI Forums National Veterans Outreach Program
- Republic National Distributing Company
- Lifetime Fitness
- Mr. W Fireworks
- the RK Group
- Pape-Dawson Engineers
- San Antonio Food Bank
- San Antonio Feral Cat Coalition
- Heidi Search Center
- Saddle Light Center
- (Austin) Alley Flats Initiative
- Texas Homeless Network
- Guardian House
- Community Advocates for Victime and Youth (CAFY)
- Freedom Education Project of Puget Sound
- Generali (International)

Awards for my designs...

Silver Addy Award

Blooms
Mixed Media Campaign
Feb 2010
AAF-San Antonio

Silver Addy Award

Jitters
Mixed Media Campaign
Feb 2010
AAF-San Antonio

Bronze Addy Award

Love Your Sole
Elements of Advertising- Logo
Feb 2010
AAF-San Antonio