

Summary: Web/Graphic Designer with eight years experience. Focus is innovative design, usability and standards compliance.

Creative experience in the following:

- Web Design
- Graphic Design
- HTML/CSS Development
- HTML Email Development
- Product Photography / Retouching
- E-commerce User Experience

Portfolio: www.marcusenriquez.com

Skills: Adobe Photoshop, HTML, XHTML, CSS, Flash, Dreamweaver, Illustrator, InDesign, Quark Xpress, Wordpress, GSI Commerce, ExactTarget, Experian Cheetahmail

Clients: Marc Ecko Enterprises, Merck, Wendy Kaufman, Mack-Cali Realty, Borghese, Brother International, Marriott, Westin

Experience: **Marc Ecko Enterprises** Web Designer / Producer Apr. 09 - Present
Designed and produced promotional graphics on ShopEcko.com, the e-commerce store for Ecko Unltd., Marc Ecko Cut & Sew, and Ecko Red. Designed and implemented Flash animations, web banners, microsites, and web forms.

Key Achievements:

- Implemented use of Flash countdown clocks for sales & giveaways.
- Played a key role in 2009 ShopEcko.com Holiday Giveaway event which included daily graphic updates & email forms.

Home Décor Products, Inc. Web/Graphic Designer Mar. 08 - Mar. 09
Designed graphics, landing pages and HTML emails for HomeClick.com & six other e-commerce sites. Created graphics promoting brands such as LG, Kohler, Grohe, Electrolux, and Delta. Gave direction to freelance designer to maintain consistent look.

Key Achievements:

- Created bulletproof email templates to guarantee consistent rendering in all major email clients.
- Converted keyword landing pages to modern, table-less layout, making updates easier and decreasing code weight.
- Created new, more visually engaging, look for HTML email designs and brand webpages.
- Implemented quality control process for testing HTML email code prior to launch.

Freelance Web & Graphic Designer / Photographer May 06 - Mar. 08
Ran freelance design business. Designed web pages, Flash animations, album covers, brochures, maps, promotional materials. Created websites using Dreamweaver and hand-coded HTML/CSS. Created dynamic websites using WordPress. Photographed live performances and weddings and retouched photos.

Key Achievements:

- Page designs selected for Merck's MerckEngage Health Partnership website.
- Successfully managed client relationships, project estimates, and production schedules as a single person LLC.

The Cherson Group Web & Graphic Designer / Photographer Jun. 05 - May 06
Design for busy marketing/new media agency. Designed websites and HTML emails, packaging, ads, trade show signage and promotional materials. Studio photography and retouching of products, including high-end cosmetics.

Key Achievements:

- Elevated standards for Borghese's homepage graphics through improvements to design and product photography.
- Generated company savings by bringing all photography and photo retouching in-house.

Red Devil, Inc. Graphic Designer Nov. 03 - Jun. 05
Created packaging, logos, magazine ads, trade show signage and promotional materials. Preflighted and prepared artwork for printing. Worked with Marketing Director on corporate identities for private label clients. Shot & retouched product photos. Created product illustrations in Illustrator. Oversaw and trained production assistant in graphics software.

Key Achievements:

- Managed a heavy workload under tight deadlines, especially during trade show season and prior to client proposals.
- Generated company savings by implementing production of store display product grids in illustrator.

Education: **Raritan Valley Community College** / Graphic Design Major (pursuing A.F.A.)
Bergen County Technical High School / Commercial Art Major