

# OSCAR SALVATIERRA

489 14<sup>th</sup> Street, Apt. #1L | Brooklyn, NY 11215 | 917-626-9072 | oscar@owebdesigns.com

## PROFESSIONAL PROFILE

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- Web Designer / Developer with experience crafting responsive websites, interactive web tools, and graphic content in an agile deadline driven environment.
- Track record of managing digital assets for marketing campaigns and deploying site templates with nearly half a million annual unique page views.
- Building quality user experiences.
- Recruiting and supervising external vendors.

## SUMMARY OF SKILLS

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|-------------------------|------------------------------|----------------------|
| • Adobe Suite           | • Media Queries, SASS, Grunt | • Project Management |
| • HTML5, CSS3           | • Strategic Planning         | • Server Migration   |
| • JQuery, JavaScript    | • Google Analytics           | • Planning           |
| • Front-end Prototyping | • WordPress Customization    | • Content Strategy   |
| • Responsive Design     | • SEO, SEM                   | • Digital Marketing  |

## PROFESSIONAL EXPERIENCE

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### THE NEW SCHOOL - Marketing & Communications Division

*New York, NY*

#### Web Producer - *Online Strategy*

*June 2008 - Present*

- Create on brand landing pages, micro-sites, and Wordpress blogs within our web framework, receiving positive feedback from clients.
- Create custom JQuery, JavaScript and CSS web tools improving content accessibility for high-profile sites.
- Implement dozens of marketing campaigns a month well ahead of project time-line.
- Conduct cross-browser and mobile device testing to ensure optimal user experience and performance across devices.
- Analyze Google Analytic reports measuring unique page views, return visits and viewer locations to determine next-step strategies.
- Directed cloud migration project which improved system performance by over 40%, collaborating with external consultants, vendors and Information Technology department to ensure adherence to budgets and timelines.
- Resolved CMS errors and bugs improving server and website efficiency.

### BUSINESS COUNCIL FOR INTERNATIONAL UNDERSTANDING

*New York, NY*

#### Web Designer

*Jan. 2005 - June 2008*

- Led redesign and development of web identity, which increased traffic by 60%.
- Implemented new website features, overseeing UI/UX enhancements and troubleshooting, improving speed by 25%.
- Designed HTML newsletters and marketing collateral distributed weekly, creating brochures supporting trade and commerce initiatives for international constituents.
- Launched online registration system, working with vendors to execute events with up to 1000 attendees.
- Trained and supervised staff on new website features including initial credit card payment verification system.
- Managed all aspects of web server migration to external host, improving system performance by 55%, with content accessed by over 1000 staff, partners and supporters.

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## ADDITIONAL EXPERIENCE

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### **RICH BUYER DESIGN**

*New York, NY*

#### **Freelance Web Designer**

*Jan. 2004 - Jan. 2005*

- Created and launched more than 20 websites and design projects with budgets of up to \$10,000, collaborating with small business owners to optimize graphics, banners, HTML content, email features, video content and CSS code.
- Performed image enhancement and optimization on graphic content using Photoshop.

## EDUCATION

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### **THE NEW SCHOOL - Parsons School of Design**

*New York, NY*

Completed Graphic and Digital Design Certification Program

*Coursework in Color Theory, Digital Imaging, Typography, Adobe Photoshop, InDesign and Illustrator.*

### **FORDHAM UNIVERSITY**

*New York, NY*

**Bachelor of Science** - Political Science