

# Jane Herrera

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Newark, CA 94560

## Expertise

Website Design & Administration  
Search Engine Optimization  
A/B Testing  
Email Newsletter Design & Coding  
Mobile-Screen Design  
Responsive Design  
Landing Page Optimization  
Lo-fi and Hi-fi Prototyping

## Tools

Photoshop  
Fireworks  
Illustrator  
InDesign  
Dreamweaver  
WordPress  
Ektron  
HTML/HTML5  
CSS/CSS3

## Conferences Attended

2012 – Usability Week  
2012 – SXSW (Interactive)  
2011 – Conversion Conference  
2009 – Search Engine Strategies Conference & Expo  
2008 – Web 2.0

## Education

1999 – UC Berkeley  
Graphic Design  
  
1998 - St. Scholastica's College  
Bachelor of Science in Commerce, Administrative  
Management  
with Computer Applications

## 10+ years in web design. 900+ web pages launched.

Seasoned visual & interaction designer and web consultant, passionate at improving online and mobile brand & user experiences for various audience and industries.

## Professional Experience

### Web Designer at Survey Monkey

1/2012 to 4/2012, Palo Alto, CA

Visualized and executed online user experience from Zoomerang.com to SurveyMonkey.com.

- Led and implemented visual designs with metric-informed approach to improve conversions.
- Turned mockups and wireframes from product managers' spec into thoughtful web pages in a short iterative process.
- Created and A/B tested email communications optimized for desktop & mobile.

### Visual Designer/ Web Producer at MarketTools (Zoomerang)

1/2010 to 1/2012, San Francisco, CA

Strategized, designed, and administered a 500+ page marketing site.

- Led the user interface, navigation, iconography, and front-end development with a solid focus on optimizing user experience to help drive more signups and renewals.
- Re-skinned the marketing site by using custom templates in Ektron CMS.
- Managed front-end developers and scoped out new design patterns which can speed up the development process.

### Visual Designer/ Web Producer at MarketTools (ZoomPanel)

9/2006 to 12/2010, San Francisco, CA

Drove visual and interaction design of TrueSample and ZoomPanel.

- In charge of determining look-and-feel, and creating prototypes.
- Designed and built various User Interfaces for web applications, landing pages, microsites, and online communities.
- Produced hand-coded HTML emails from PhotoShop using nested table structures and inline CSS to send to ZoomPanel and TrueSample members.

### Lead Visual/Graphic Designer at CyberHome Entertainment

8/2004 to 9/2006, Fremont, CA

Established design standards and redefined corporate brand identity.

- Set company's brand strategies and wide-range of products to adhere to consistent brand identity ranging from packaging, sales communication pieces, collaterals to website.
- Managed external vendors, trade shows and public relations events.
- Art directed product photo shoots and delivered catalog, and flash demos.

### Web Designer/MarCom Manager at Ashton Digital Corporation

11/2000 to 8/2004, Fremont, CA

Conceptualized, owned, and developed decisions for marketing campaigns.

- Re-branded products with consistent identity on packaging, sales communication pieces, flash demos, PowerPoint presentations.
- Revamped and maintained the e-commerce website.
- Managed tradeshow, and maintained relationships with the press and vendors.