Edward Sotelo

Graphic Designer

www.edwardsotelo.com
(310) 648-0420
s.edward43@gmail.com

Proficiencies

InDesign	Photoshop
Illustrator	Adobe XD
CSS3	Affinity Suite
Sass	Salesforce
Sketch	Mailchimp
Git	Hubspot
HTML 5	Capture One
jQuery	Gulp

Education

Bachelor of Science, Graphic Design

The Art institute of California — Hollywood

Professional Experience

University of Southern California

Senior Graphic Designer, 2021 - Present

→ Contributed to the enhancement of the Trojan Family Magazine website by editing, cropping, and implementing design choices.

→ Designed and implemented email marketing campaigns using Mailchimp and Salesforce for USC News and Trojan Family Magazine.

→ Collaborated on designing and executing lock-ups for holidays throughout the year with a focus on promoting DEI initiatives. Contributed to conceptualizing ideas, creating designs, and collaborating with stakeholders to ensure alignment with organizational values and goals.

→ Spearheaded enhancing the USC Identity Site by utilizing HTML and CSS to build and manage pages, resulting in improved user engagement and positive stakeholder feedback.

Corporate Travel Management, US

Lead Graphic and Digital Designer, 2018 - 2020

→ Designed and developed responsive landing pages for marketing campaigns using HTML, CSS, JavaScript/jQuery, and the Foundation framework, with deployment on Hubspot.

→ Designed and developed responsive HTML email templates using Foundation for Email to facilitate marketing campaigns and communications through Hubspot.

→ Designed, collaborated on, and implemented branded marketing campaigns across web and print.

→ Designed company branded booth graphics for conferences.

Montrose Travel

Web Designer, 2012 - 2018

→ Designed and developed responsive landing pages for marketing campaigns and the Wells Fargo Go Far Rewards program platform using HTML, CSS, JavaScript/jQuery and Evergage technology.

→ Designed and developed fully responsive email customer communications for the Wells Fargo Go Far rewards platform.

→ Ensured business and technology objectives were met by actively communicating and collaborating with stakeholders, product, and development teams throughout the process, leveraging tools such as Jira for tracking and visibility. Regularly conducted scrum meetings and daily standup meetings to ensure collaboration and visibility.

→ Recommended solutions to improve UI/UX based on user experience research and site analytics.

→ Developed and designed prototypes, wireframes, and functional specs at various stages of the design process using tools such as InVision to ensure a smooth and efficient UX.