Karina Alcantara

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Summary

An experienced graphic artist that creates multimedia visual concepts to communicate ideas that inspire, inform, or captivate consumers. Also, an experienced web developer and designer who uses creative and technical skills to design, build, improve, and maintain websites. Someone who understands user experience and is able to build websites that are easy to understand, navigate, and use.

Coming with over 5 consecutive years of experience and two respective degrees - An Associate of Applied Science Degree in Graphic Design and a Bachelor's Degree in Media Arts from Platt College San Diego, California.

Skills

Website Development, Design and Maintanence
- WordPress, Wix, Squarespace, Shopify, Webflow, Weebly, GoDaddy, etc.
- HTML, CSS, PHP, Javascript, JQuery, MySQL database, SFTP, SSL
- Search Engine Optimization, Google Analytics, and Google Tag Manager Implementation
- E-Commerce Development (Big Commerce, Woo commerce, Shopify, 3D cart, Open Cart, etc.)

Digital and Print Design Production
- Graphic Designs for Paid Ads
  (Google, YouTube, Amazon, Bing, Facebook, Twitter, Snap Chat, Instagram, TikTok, LinkedIn, etc.)
- Graphic Designs for Email Marketing, Custom Email Templates, Custom Email Signatures
  (Mailchimp, Constant Contact, Salesforce, Pardot, Hubspot, Gmail)

Creative Project Management: Events (design to production)

Adobe Suite: Photoshop, Illustrator, InDesign, Lightroom, Premier Pro, and After Effects

Google: Docs, Sheets, Slides, Forms, Email

Education

Platt College San Diego
Associate of Applied Science Degree: Graphic Design
Bachelors Degree: Media Arts (Web Design & Development)

Experience

Visual Designer, involve.ai
July 2021 - Present (1 year 6 months)

- Brand development and management - direct collaboration with CEO & CPO
- Design, develop, and maintain company website - testing, google analytics, tracking, strategy
- Community design and development collaboration - inSided platform
- Create and manage all company materials - across all departments - all designs & branding
- Events creative project management: Pulse 2022 and CS Festival 2022 - design to production
- Custom email templates and designs - HTML, CSS

Web Developer and Designer, Target River
November 2019 - August 2021 (1 year 10 months)

- Design, develop, and maintain(testing, debugging, software updates) websites
- SEO implementation and tracking - Google Analytics
- Designing graphics for digital ads, print materials, web graphics, presentations, email marketing, and social media marketing
- Direct client collaboration and tech support

Web Developer and Designer, California VIP Club Card
November 2019 - January 2021 (2 years)

- Design digital and print ready ads
- Multiple page book (70 pages) layout using InDesign - Master pages, pagination, and print layout
- InDesign packaging of the book for printer's use
- Photo composition and manipulation using Photoshop
- Designing administrative print materials and handling the printer - double sided print
- Website maintanence using Dreamweaver

Licenses & Certifications

Marketing With Purpose Course - Microsoft
Issued July 2021 - Does Not Expire

The Strategy of Content Marketing - Coursera
Issued June 2021 - Does Not Expire
Credential ID 6C92BJMKYZME