

LOUELLA LANDICHO | *Front-End Developer*

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www.louellalandicho.com | www.linkedin.com/in/louellalandicho | www.github.com/louellandicho

PROFESSIONAL SUMMARY:

Lead Creative Front-End Developer who designs user facing features including print, website, and mobile with an eye for usability. Hands on experience in all phases of design, development, and deployment.

I'm passionate about design and technology, and want to use both skills to impact users in positive ways.

AREAS OF EXPERTISE:

- Over 10 years of print, web design, and digital marketing experience.
- Experience with web browser (HTML, CSS, JavaScript, jQuery, Bootstrap, Materialize and Responsive).
- Experience in developing web applications (MongoDB, Express, AngularJS, Node.js, MySQL, GIT).
- Expert in Creative Suites (Photoshop, Illustrator, and InDesign).
- Familiar with digital marketing systems (SEO, PPC, Analytics, and Social Media).
- Knowledge of UI/UX best practices (Strategy, Analysis, Wireframe, and Visual Design).
- Familiar with video editing applications (Adobe After Effects and Premiere).

APPLICATIONS BUILT:

UI/UX Designer

App Name: StockGen (<https://github.com/wildcat510/StockGen>)

Description: Your personal financial advisor giving you financial recommendations.

Technologies: Node.js, Firebase, HTML, JQuery, CSS, JavaScript and Materialize.

Web Developer

App Name: Friend Finder (Dating App) (<https://peaceful-meadow-23721.herokuapp.com>)

Description: This app will take input from users and output name and photo with the best match.

Technologies: Node.js, Express, Handlebars, JavaScript, JQuery, Sublime Text and Materialize.

Web Developer

App Name: Eat Da Burger! (<https://guarded-depths-94012.herokuapp.com/index>)

Description: A restaurant app that let users input a burger name and add to the menu and MySQL.

Technologies: MySQL, Node.js, Express, Handlebars, Sublime Text and Materialize.

PROFESSIONAL EXPERIENCE:

NovaBay Pharmaceuticals, Inc. - Emeryville, CA

6/2014 - Present

Lead Creative Designer

Leading in-house web, print, and digital marketing design solutions for a biopharmaceutical company:

- Overall creating, developing, and managing five company websites using WordPress and E-commerce. These activities include the creation of all graphical elements, development, testing, documentation, implementation, marketing, troubleshooting and support.
- Produce creative print and graphic design solutions for all brand channels including packaging, events, retail and corporate. These activities include collaboration, brainstorming, layout and graphics development and print production. Attend press checks.
- Managing digital marketing (SEO, PPC, Analytics, Social Media and Email marketing).

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NovaBay Pharmaceuticals, Inc. - Emeryville, CA

9/2011 - 6/2014

Web and Graphic Designer

Responsible for creative design solutions in both web and print projects:

- Lead design, management, and development for company websites using HTML, CSS, JavaScript and how they interact with different browsers.
- Create artwork print-ready file and ensure in compliance with the internal SOP, CMO, and regulatory agencies, including print and web promotional materials, booth design, packaging and corporate identity.
- Implemented digital marketing (SEO, Social Media, AdWords and Google Analytics).

ADDITIONAL EXPERIENCE

Flite - San Francisco, CA

1/2011 - 05/2011

UX Designer

ABS-CBN International - Redwood City, CA

10/2004 - 01/2011

Web Graphic Designer

Netopia - Emeryville, CA

10/2003 - 10/2004

Web Designer

California Pacific Lab Inc. - Novato, CA

5/2001- 06/2004

Web and Graphic Marketing Assistant

Marin Eye Institute - San Rafael, CA

6/2004 - 7/2005

Web and Graphic Designer

FREELANCE EXPERIENCE:

- Create and managing the project design, process, budget, deployment, maintenance and digital marketing efforts. 2004 - Present

EDUCATION AND COURSES:

Certification in Full Stack Web Development, UC Berkeley Extension

04/2018

Attended Graphic Design Classes, Academy of Art University

2008

Bachelor of Art in Design and Visualization, Silicon Valley College

2004

Applied Graphics Certificate, Santa Rosa Junior College

2001

INDEPENDENT COURSEWORK:

Introduction to User Experience Design, Coursera Course Certificates

09/2016

HTML, CSS, and JavaScript, Coursera Course Certificates

08/2016

Advanced Search Engine Marketing Certificate, University of San Francisco

08/2014

24-Evening Web Marketing Course, AcademyX Computer Training

05/2013

WordPress Fundamentals, AcademyX Computer Training

06/2013