

Louella Landicho

(650) 303-9415 | louella_landicho@yahoo.com | louellalandicho.com | linkedin.com/in/louellalandicho

PROFESSIONAL SUMMARY:

Passionate and problem solver web graphic designer with over 15 years of experience designing for print, web, and digital products. Strong knowledge in Adobe Creative Suite with leadership and creative knowledge on all phases of complex web graphic design work, familiar with UI/UX best practices, detail oriented and strong time management. Recognized for the ability to successfully collaborate across cross functional teams to complete projects by critical timeline and taking care of stakeholders' needs.

SKILLS:

Advanced knowledge in Adobe Creative Suite (Photoshop, Illustrator, and InDesign) and Microsoft Office (Word, PowerPoint, Excel and Outlook) with both Mac and PC operating systems. Working knowledge of UX design applications Figma and Adobe XD. Proficient understanding of HTML, CSS, and Bootstrap. Familiar with digital marketing tools such as Google Analytics, SEO, and social media.

PROFESSIONAL EXPERIENCE:

Web Designer, Suite Experience Group, San Francisco, CA

05/2023 - Present

Duties, Accomplishments, and Related Skills:

- Delivered over 5 website mockups within 1 month, showcasing strong knowledge of Photoshop and creative abilities while following the client's brand style guide.
- Proposed a design for a homepage refresh, conducting a thorough website analysis and creating mockups for desktop and mobile versions over a two-month period.
- Developed 17 page screen mockups for a buy flow event listing page.
- Produced design deliverable for wireframes, mockups, prototype, website, presentation, flyers, factsheet, maps, pull-up banner and style guide, achieved 99% stakeholder satisfaction.

Graphic Designer III, Lawrence Livermore National Lab, Livermore, CA

01/2022 - 08/2022

Duties, Accomplishments, and Related Skills:

- Acted as a creative consultant and collaborated with stakeholders to provide creative solutions, assess timelines and budgets, all while collaborating with engineering, science, and business departments.
- Developed critical projects using photographs, typography, colors, iconography, illustrations, and branding in designing posters, brochures, logos, presentation design, environmental sign, vehicle wraps, website mockup, and executed them in an average of 10-20 hours.
- Led a team of 2 staff to develop 40 office wall display and selected production materials.
- Coordinated print production, conducted press checks, and approved final prints.

Lead Creative Designer, NovaBay Pharmaceuticals, Emeryville, CA

09/2011 - 01/2022

Duties, Accomplishments, and Related Skills:

- Initially hired as a graphic designer, and within 3 years, I was promoted to Lead Creative Designer supporting the marketing collateral both in print and digital for our corporate and outside sales.

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- In charged of designing, developing, tracking, and managing over 3 company websites using Content Management Systems (CMS) WordPress, HTML, and CSS.
- Developed over 500 marketing promotions using Adobe Creative Suite for the three global brands. Such projects are but not limited to: packaging design, branding, tradeshow display, flyers, magazines, fact sheets, sales aid, postcards, photography, video editing, and attending press checks.
- Successfully launched 2 ecommerce resulting \$1M year-over-year growth in sales over 5 years.
- Rebranded packaging with new identity which resulted in an increase of 20% in sales on Amazon.
- Provided support for BigCommerce and Shopify ecommerce migration projects involving design, implementation, and testing of integrated apps within 3 months, increased efficiency by 20%.

UX Designer, Flite, San Francisco, CA

01/2011 - 04/2011

Duties, Accomplishments, and Related Skills:

- Developed over 3 wireframes and mockups for a cloud-based ad platform using Photoshop.
- Assisted in designing 2 user interfaces for desktop and mobile display for Squarespace.

Web Graphic Designer, ABS-CBN International, Redwood City, CA

10/2004 - 01/2011

Duties, Accomplishments, and Related Skills:

- Planned, designed, and managed 3 company websites using Dreamweaver and WordPress.
- Provided web graphic support requests over 14 departments, resulting in 99% customer satisfaction.
- Developed movie websites 4 times a year resulting in 100% sold-out tickets.
- Yearly involvement in a major event that hosted 10K attendees and generated \$500,000 in revenue.

Web Designer, Netopia, Emeryville, CA

01/2004 - 10/2004

Duties, Accomplishments, and Related Skills:

- Created 357 websites within 10 months for Yellow Pages using Netopia's website builder.
- Recorded daily workflow in company database, saving 8 hours of manual reporting each week.

FREELANCE EXPERIENCE:

Provide services in print design and web development for small businesses, using WordPress, HTML, CSS, Bluehost, Adobe Creative Suite, Google Analytics, SEO, and email marketing.

EDUCATION / CERTIFICATIONS:

Coursera, Google UX Design Professional Certificate	2023
UC Berkeley Extension, Certification in Full Stack Web Development	2018
University of San Francisco, Advanced Search Engine Marketing Cert.	2014
Carrington College, Bachelor of Art in Design and Visualization	2004
Santa Rosa Junior College, Applied Graphics Certificate	2001

ADDITIONAL INFORMATION:

- Obtained Secret Q Clearance (equivalent to Top Secret Clearance)