

Elizabeth Hidalgo Ward

11719 Holly Creek Drive | Riverview, FL 33569 | 813.476.2702 | liz.hidalgo.ward@gmail.com

OBJECTIVE

Experienced, creative, and conceptual professional with diverse, proven skills seeks to create and execute engaging, results-driven design for a reputable company.

SKILLS SUMMARY

Work Skills

- Superior creative problem-solving, planning, project management and presentation abilities.
- Solid, proven experience with all facets of digital and print media including web design/development, user interface/navigation, intuitive site functionality, interaction, site architecture, rich media animation/development, brand identity and print advertising/promotion.
- Proven capability in prioritizing workload under time-sensitive deadlines.
- Exceptional interpersonal, communication skills, both written and verbal.
- Strong proactive leadership skills and effective in managing team members.
- Proven ability to work well independently as well as thrive when collaborating within a team environment.
- Strong understanding of brand aesthetics/conventions.
- In-depth experience developing cross-browser and cross-platform compatible solutions.
- Solid understanding of the constraints involved in web design and the Internet.
- Experience with audio and video optimization, compression and delivery.
- Working knowledge of prepress and print production.

Technical Skills

- Rock-solid XHTML and CSS hand coding skills that comply with the latest web standards.
- Proficient in entire Adobe Creative Suite.
- Working experience with Landing Page & Website Optimization, Search Engine Marketing (SEM/SEO), E-mail Marketing through SilverPop, Content Management Systems (CMS), Web Analytics using Adobe Test & Target and Social Media Integration.
- Working knowledge with Javascript and JQuery.
- Experience with Flash and Actionscript.
- Understanding of database and backend technologies (PHP, ASP, ASP.net, MySQL, Coldfusion).
- Strong Microsoft Office skills.
- Working experience with both Visual Source Safe and Visual Studio.
- Experience with Adobe Premiere Pro and QuickTime Pro.

PROFESSIONAL EXPERIENCE

Sr. Interactive Designer

Bisk Education | Tampa, FL | 3.10 – present and 7.07 – 3.09

- Responsible for continually exploring, creating, and developing campaigns to keep lead generating materials updated and fresh.
- Understand and use analytical tools to improve upon design and marketing communications using website analytics, e-mail analytics, paid search tools, media campaign stats, etc.
- Assist in rapid deployment for applications, campaigns, and interactive initiatives.
- Manage all day-to-day creative requests associated with all product lines.
- Work directly with Creative Director, Art Directors, Brand Managers, Marketing Managers, fellow Designers, Developers, Copywriters and SEO Specialists.
- Communicate and work with IT Department to integrate design into existing systems and applications.
- Collaborate with SEO Specialists and successfully manage the implementation of SEO content strategies to enhance search engine rankings and improve organic search results.
- Provide direction for planning creative campaigns.
- Conduct regular analysis and provide recommendations regarding creative performance of advertising campaigns, user interaction, response rates, conversion rates, demographics, and other key performance indicators.
- Regularly provide analysis on market trends and competitive products to provide input and guidance on advertising creative, marketing strategies, data analysis, and communication enhancement strategies.
- Responsible for timely and accurate delivery of all creative needs.
- Provide variations and options for creative optimization and testing.
- Develop and explore lead generating creative to support KPI's as well as ensure timely and accurate delivery of all projects.
- Assist in preparation of client facing sales presentation materials to market to customers.

CLIENTS: USNews University Connection, University Alliance, Michigan State University, University of Notre Dame, Tulane University, Villanova University, Florida Tech, University of Vermont, Jacksonville University, University of San Francisco, University of Scranton, Dominican University, CPA Exam and CPEasy.

Elizabeth Hidalgo Ward

11719 Holly Creek Drive | Riverview, FL 33569 | 813.476.2702 | liz.hidalgo.ward@gmail.com

PROFESSIONAL EXPERIENCE CONTINUED

Creative Independent Consultant | 09.02 – present

- Consult on a diverse range of effective web, rich media and print strategies for various clients.
- Conceptualize, design and develop successful websites, lead-generating landing pages, e-mail campaigns, flash animations and presentations, online/print advertisements and promotional design.
- Implement SEO content with strategic key phrase placement within compelling copy that maximizes opportunities for indexing, ranking, click through and conversion.
- Aid in the development and implementation of test plans including A/B and multivariate testing.
- Use testing, reporting and statistics as tools by which to improve upon design and marketing communications.
- Collaborate and effectively communicate with Web Developers, Marketing Managers, Copywriters, Traffic Coordinators and SEO Specialists to ensure timely and accurate delivery of all creative.

CLIENTS: Bisk Education (and their clients), U.S. News University Connection, Bealls, The BayShore Company, TBO, Jabil Circuit, Random House, Simon & Schuster, Audible.com, small businesses and individuals.

Multimedia Director

Digital Lightbridge | Tampa, FL | 11.04 – 3.06

- Collaborate with Creative Director, fellow Designers and Copywriters to implement a diverse range of effective web and rich media strategies for various clients.
- Successfully communicate and present work to clients.
- Supervise and develop websites, flash animations and presentations, video and audio production.
- Select and monitor vendors, supervise graphic designers, evaluate and recommend new procedures, equipment and software.
- Consistently develop strong, sustainable client, vendor and coworker relationships through two-way dialogue and constant follow up.

CLIENTS: GE Walker, AnazaoHealth, MedXcel, Trump Tower Tampa, SimDag, Priority Developers, Greiner's Fine Men's Clothing, Freedom Fuel Group, Armorcoil and YWAM L.A.

Web Designer

Random House | New York, NY | 12.99 – 08.02

- Responsible for all aspects of graphical layout of web pages, original image design creation, flash animation and interface design.
- Work closely with Art Directors, Producers, and Production Assistants to provide input relative to development issues.
- Manage the implementation of websites through their successful completion.
- Design and develop various projects including: author sites, book sites, corporate sites, icon/logo creation, e-cards and banner design.

Freelance Art Director, Sr. Graphic Designer

New York, NY | 03.96 – 12.99

- Consult across a broad and diverse range of creative projects with various clients.
- Work with Creative Directors and Art Directors to design book covers, and execute advertising and promotional design projects related to the following: books, leather goods, music, radio, video, dance events and conferences.

CLIENTS: Doubleday Broadway Publishing Group, Billboard Magazine and Coach Leatherware.

Jr. Art Director

Time Warner | New York, NY | 06.94 – 03.96

- Work closely with the Creative Director, Art Directors, and Copywriters to implement various design projects.
- Coordinate with Production Managers and print vendors to verify the accuracy of printed materials.
- Primarily work on projects including video packaging, point-of-purchase displays, sell sheets, print advertisements, corporate identity and collateral material.

EDUCATION

School of Visual Arts | New York, NY

Bachelor of Fine Arts in Graphic Design, June 1994
GPA: 3.9/4.0

Boston University, School for the Arts | Boston, MA

Completed two years of course work within the art curriculum from 1989 - 1991.

REFERENCES

Available upon request.