

**B****Pamela  
Bifaro**

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## SUMMARY

Graphic Designer / Web Designer / Front-End Web Developer / Email Marketing Specialist  
Aesthetically-inclined professional with comprehensive experience in utilizing several design techniques, tools, and technologies to create graphics, logos, illustrations, and interactive media content. Possess strong artistic and graphic designing skills and a high level of originality and creativity. Works efficiently under multiple deadlines with changing priorities. Able to produce high-quality visual content with attention to detail. Capable of creating a large volume of graphics in a fast-paced environment for various promotional/brand campaigns.

## SKILLS

### Software/Applications

- Adobe Creative Suite
- Photoshop
- Illustrator
- InDesign
- Dreamweaver
- PREZI

### Graphic Design

- Branding/Design/Layout/Typography
- Tradeshow Banners/Posters
- Visually Striking Catalogs
- Brochures/Programs/Booklets
- Marketing Folders/Flyers/Business Cards
- Eye-catching Invitations
- Custom T-shirt Designs
- Targeted Marketing Ads

### Interactive / Web

- CSS
- HTML
- JQuery
- Familiar With JavaScript
- Familiar With PHP
- Familiar With WORDPRESS
- Bootstrap
- ZURB Foundation
- AOS (Animate On Scroll)
- Responsive Web design
- User-Centered Design
- Cross-Browser Compatibility
- Search Engine Optimization
- Responsive Email Design

### Platforms/Utilities

- MacOS
- Windows

## EXPERIENCE

Graphic-Web Designer/Front-End Web Developer

Omaha, NE

C&amp;A Industries Inc./Jan 2012 to Aug 2020

- Defined and conducted design processes at all stages, including research, conceptualization, testing and implementation.
- Completed design projects to meet budget, equipment, performance and legal requirements.
- Created innovative designs to elevate, differentiate and drive on-brand initiatives.
- Developed, designed, laid out and produced variety of technical illustrations for multiple marketing pieces.
- Leveraged proficiency in Adobe InDesign, Photoshop and Illustrator to design email blasts, catalogs, posters and other promotional materials.
- Improved layouts to achieve usability and performance objectives.
- Produced marketing graphics that were attractive and high-quality.
- Selected colors and themes while adding functionality to create new designs.

- Submitted design ideas to plan projects with customers and managers.
- Created corporate brands by designing cohesive looks between logos and letterheads.
- Developed engaging marketing and promotional advertisements to generate sales revenue and grow customer base.
- Worked as part of 3-person team to develop innovative branded marketing collateral for use by sales team.
- Developed direct mass mailings which resulted in the growth of customer base.
- Designed visual and graphic images to use on multiple platforms.
- Managed customer digital marketing strategies to meet client goals and objectives.
- Formatted print and web applications designs and media to deliver production-ready graphics.
- Designed and developed eye-catching animated presentations using Prezi.
- Redesigned sites to enhance navigation and improve visual appeal.
- Translated concepts into user flows, wireframes, mockups and prototypes to promote positive intuitive designs, site interactions and user experiences.
- Designed, built and maintained company websites that met requirements for objectives such as load speed, browser compatibility, and design.
- Participated in pre-project analysis and technical assessments to develop user-friendly interface and correct functionality to meet business objectives.
- Validated code for proper structuring and compatibility with different browsers, devices or operating systems.
- Maintained company websites and updated regularly with new corporate announcements.
- Identified UX pain points and provide knowledgeable recommendations for implementing unified user experience.
- Maintained strong education in latest technologies, software and hardware products for use in various projects.

#### Interactive Graphic Designer

Omaha, Ne

Vente, Inc. an Experian Company/ Jan 2007 to Dec 2011

- Design customized websites as per given requirements and specifications to collect critical information from consumers through integration of proprietary online survey platforms.
- Facilitate the creative production and proofing processes/schedules for timely completion of online projects, resulting in increased client satisfaction.
- Write, revise, and optimize web site content while coordinating with various departments to ensure maximum utilization of available resources.
- Developed and coordinated email campaigns as well as design attractive animated banners to increase website traffic while encouraging the audience to participate in online questionnaires and surveys.
- Conceived, proposed, and discussed new and innovative ideas during brainstorming and creative development sessions.

Interactive Graphic Designer

Omaha, Ne

THT Designs/ Jan 2000 to Jan 2007

- Created, edited, and modified images according to customers' requirements for multi-purpose uses, such as email campaigns and web pages.
- Managed redesigning of websites by improving layouts/designs and changing overall colors/themes in alignment with corporate branding.
- Prepared interactive media content for Flash/Fireworks presentations, banner ads, and online surveys.
- Maintained and updated knowledge of industry-wide changes in web design philosophy, best practices, latest tools, and cutting-edge technologies for digital/online media.
- Ensured completion of assigned projects within budgetary and time constraints by communicating and coordinating with outside vendors, such as store fronts and online catalogs.
- Acknowledged by senior management on displaying strong commitment to balancing brand coherence and consistency with unique and creative ideas.

## **EDUCATION AND TRAINING**

Associate Degree: Multimedia Applications and Electronic Imaging Graphics

Metropolitan Community College

Omaha, Ne

Alpha ETA Sigma Chapter of Phi Theta Kappa/The National Dean's List

Associate Degree: Commercial Art

VTI Career Institute of Omaha

Omaha

Continuing Education - Information Technology

Metro Community College, Lynda.com

## **ACTIVITIES AND HONORS**

Employee of the Quarter - 2017

Nominated for Employee of the Year - 2017

## **WEBSITES, PORTFOLIOS, PROFILES**

- <https://www.aureusgroup.com/>
- <https://www.celebritystaff.com/>
- <https://www.thekimfoundation.org/>