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# MONICA VERDIN

## EXPERIENCE

### PAIGE, WEB DESIGNER; FEB 2018-PRESENT

Develop site layouts, content and graphics by coordinating with copywriter, graphic designers, and digital content manager to create the best user experience. Coordinate site to reflect current content pushes and marketing strategies to promote a consistent brand story on all platforms. Monitoring performance and results to fine-tune email marketing strategies and timed sends. Identifying and evaluating improvement throughout the site by introducing new technologies and best practices.

### MONKEY CHALLENGES, DESIGNER; JUNE 2016-JAN 2018

Designed mobile version of platform and worked with developers to find workarounds and get app to market. Created and maintained new relationships with clients. Promoted and pitched platform at tradeshows: SXSW, Techweek LA, Eureka Fest.

### FLUIDNRG CREATIVE AGENCY, UI/UX DESIGNER; JAN 2013-JAN 2018

Designed consumer-focused websites and print materials with a strong focus on user interface and experience. Brainstormed with developers to find cost effective/time efficient solutions. Strategized with SEO Team to develop social media plans and create a brand and voice for clients by evaluating Google Analytics and SEO reports to identify areas that need attention. Created monthly newsletters to push new promotions.

## EDUCATION

### UNIVERSITY OF CALIFORNIA, IRVINE; IRVINE, CA

Bachelors of Art in Studio Design with an emphasis in Digital Media, graduated Summer 2014.

## SKILLS

### SOFTWARE COMPATIBILITY

Microsoft Office  
 iMovie  
 Sketch  
 Protoshare  
 Adobe Creative Suite



### CMS

Magento  
 Drupal  
 Wordpress  
 Sitefinity  
 Orchard  
 Hippo/Bloomreach

### EMAIL SERVICE PROVIDERS

Mailchimp  
 Constant Contact  
 Mailjet  
 ClickBack  
 LisTrak

### OTHER "SKILLZ"

Fluent in Spanish