ANGELA CHAVEZ // DESIGNER

www.angelanchavez.com

Skills:

Figma	InVision	InDesign	WordPress
Sketch	Photoshop	Illustrator	SlickPlan

Education

Education: Bachelor of Science in Advertising
The Art Institute of California - San Francisco 2011

Staff Product Designer Plastiq - San Francisco, CA - July 2021 to Present

· Partner with Product Management, and Engineering to build, launch and test the Plastiq SaaS model
· Manage one other designer to create, establish, and maintain brand and marketing guidelines
· Collaborate with Engineers and Product Management to produce documentation, and establish business requirements
· Build and maintain a component library and design system to ensure consistency, and create efficiency
· Produce, manage, and maintain the marketing website through multiple redesign efforts and A/B testing
· Collaborate with Engineering on the component library, producing UX requirements for designs, and QA
· Updated the marketing site to be ADA compliant; through color contrast, font size, and focus states
· Partner closely with a Copy Writer to establish site strategy, enhance story-telling, and enforce brand tone and messaging
· Support the Marketing team to build web pages, templates, emails, and social assets
· Enforce brand guidelines for used by Sales, Product teams, and outside partners

Art Director Extractable - San Francisco, CA - October 2020 to July 2021

Sr. Designer Extractable - San Francisco, CA - June 2017 to October 2020

· Create design systems for clients based on new or existing brand guidelines using InVision DSM
· Re-brand for clients to offer digital friendly branding and design
· Concept, brainstorm, and execute websites and landing pages intended for CMS implementation
· Present and work with clients regularly to help create the vision for their new experience
· Partner closely with UX Designers, Copy Writers and Web Developers to deliver outstanding digital experiences for client
  websites, and internal marketing initiatives
· Produce high quality design that represents the user experience as defined in functional specifications and wireframes
· Work with the Project mManager to ensure smooth project work flow from concept through delivery
· Balance multiple priorities and meet deadlines in a fast-paced environment while maintaining high quality standards
· Clients include: Visa, Stanford Health Care, Charles Schwab, SF Fire Credit Union, and SchoolsFirst Federal

Designer Contrast DesignWorks - San Francisco, CA - Nov 2016 - Jun 2017

· Managed and designed holiday campaigns, such as Black Friday, Cyber Monday and Memorial Day
· Collaborated with Creative Director and Art Director to establish campaign look and feel
· Designed and concept department pages (Pharmacy, Health & Wellness, Pets, Household Essentials, Beauty, and Grocery)
  to fit responsive guidelines and meet branding standards.
· Designed and concept web and mobile pages with the Omni-channel Team
· Work with Developers to ensure design is consistent
· Created and manage web assets, emails and external advertising banners
· Worked with Producers and Site Merchants to meet deadlines and launch dates
· Collaborated with Copywriters to ensure design and marketing requirements are met

Designer Walmart.com - San Bruno, CA - October 2013 - June 2016

· Managed and designed holiday campaigns, such as Black Friday, Cyber Monday and Memorial Day
· Collaborated with Creative Director and Art Director to establish campaign look and feel
· Designed and concept department pages (Pharmacy, Health & Wellness, Pets, Household Essentials,
  Beauty, and Grocery) to fit responsive guidelines and meet branding standards.
· Designed and concept web and mobile pages with the Omni-channel Team
· Work with Developers to ensure design is consistent
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