

Adrian M. Cuenca

917-703-5333 | cuencaa@gmail.com | www.profilly.com (portfolio)

Graphic/Web Designer

- Designs UI/UX for corporate websites and mobile; solo or as part of a team
 - Creates wire frames based on business requirements
 - Creates graphic mock-ups using Illustrator and Photoshop
 - Produce websites and mobile units using HTML5 and CSS3 from visual design layouts
 - Coordinates with backend developers to produce database driven websites
 - Cross browser testing (Firefox, Safari, Opera, Chrome and Internet Explorer)
- Heavy use of the following tools: HTML, CSS, Illustrator, PhotoShop, InDesign, Dreamweaver, PHP, Acrobat, FTP, Premiere, Flash, jQuery, Microsoft Office Suite

PROFESSIONAL EXPERIENCE:

AT&T AdWorks, New York, NY

October 2012 – Present

Visual Designer (Consultant)

- Principal designer for AT&T AdWork's west coast market
- Design User Interface for Rich Media Mobile advertising units
- Provide solutions for business requirements
- Design Rich Media creative units for mobile, tablet and online platforms
- Design and produce mocks for various client's mobile and online campaigns
- Edits and optimizes video for online mobile delivery
- Provides analysis of advertising metrics

Tools: Celtra, Illustrator, Photoshop, Media Encoder, Premier, iMovie, HTML, CSS, Microsoft Office Suite

The Daily Holdings, LLC, New York, NY

April 2011 – September 2012

Design Tech (Full-time Employee)

www.thedaily.com

- Maintained and updated components for Drupal CMS pages
- Designed and edited X/Y coordinates to position hotspots used within the iPad environment
- Implemented night editors' design request for changes within the CMS and mobile publication pages
- Optimized images for use in iPad3's retina display
- Ensured all pages created conforms to corporate design specs
- Provided pre/post production QA of mobile publication pages

Tools: Illustrator, Photoshop, Drupal CMS, HTML, CSS, Microsoft Office Suite

TechnoSphere Inc, Bergenfield NJ

June 2004 – April 2011

Graphic/Web Designer (Full-time Employee)

Projects within Technosphere, Inc.

Graphic/Web Designer

www.technosphere.com

Graphic/Web Designer

www.medtalents.com

Graphic/Web Designer

www.shapemycareer.com

Graphic/Web Designer

www.talentsphere.sg

- Designed, produced and maintained all internal company sites
- Designed and developed the UI/UX (User Interface/User Experience) for all websites

- Lead development team to produce and deliver projects on schedule
- Used Adobe Illustrator or Visio to design wire frames prior to development of websites
- Converted design layouts into HTML and CSS files
- Implemented jQuery scripts to provide interactivity within selected sites
- Ensured company and primary entities has functioning online social network presence
- Developed functional test sites using PHP, testing for online interactive user experience
- Worked with backend programmers to produce needed database accessibility functions
- Ensured cross-browser compatibility and tested sites on mobile devices
- Collaborated with owner to produce new corporate identity using Adobe Illustrator
- Produced additional pages based on original templates to maintain branding consistency
- Provided web analytics on visits, subscriptions and social media traffic of company services

Tools: Illustrator, Photoshop, InDesign, Acrobat, Dreamweaver, Flash, HTML, CSS, FTP, Microsoft Office Suite

OFF-Hour Projects:

Make the Grade Foundation (Non-Profit), New York

January 2007 – June 2008

Web Designer / HTML/CSS (temporary off-hour project)

www.makethegrade.org

- Re-developed the company's website to be more scalable and compliant and provide better UI/UX
- Used HTML and CSS to produce the overall template of the site
- Maintained and implemented the e-commerce functionality within the site

Tools: HTML, CSS, FTP, Illustrator, Photoshop, Acrobat, Dreamweaver, Flash, Microsoft Office Suite

Emoshuns.com (emotional health care), New York

August 2006 – December 2006

Graphic/Web Designer / HTML/CSS (temporary off-hour project)

Designed and developed the initial website using HTML and CSS

- Produced wireframes to show navigation flow within the site
- Designed and developed initial UI/UX of the website
- In conjunction with a third-party promoter, produced multiple flyer designs for "guerilla marketing" campaign within the NYC area
- Designed subway poster that went up to 15 key locations within the NYC area

Tools: Illustrator, Photoshop, Acrobat, Dreamweaver, Flash, HTML, CSS, Microsoft Office Suite

etp Network (Non-Profit), New Jersey

April 2005 – January 2006

Graphic/Web Designer / HTML/CSS (temporary off-hour project)

- Developed corporate identity using Illustrator and produced print and online ready files
- Designed company site in Illustrator and converted the approved initial layout into web ready files
- Final site is a combination of PHP, HTML and CSS to facilitate quick and easy updates

Tools: HTML, CSS, PHP, Illustrator, Photoshop, Acrobat, Dreamweaver, Flash, Microsoft Office Suite

EDUCATION:

Brooklyn College, CUNY, Brooklyn, NY
(3.5 years completed)