ANTOINETTE M. MASCARELLO

Graphic Designer, UI/UX Designer, and Front End Web Developer

CONTACT:

Orlando, FL
(407) 962-6635
antoinette.mascarello@gmail.com
www.amascarello.com
www.linkedin.com/in/mascarelloa
www.github.com/mascarelloa

SUMMARY:

I am a detail-oriented and fast learning creative with excellent written and verbal communication, tech savvy, an eye for design, and strong work ethic.

EDUCATION:

Writing and Rhetoric, B.A.
University of Central Florida,
Completed 2019

Web Development, Cert.
University of Central Florida,
Completed 2021

SKILLS

- Graphic Design
- Typography
- Illustration
- Color Theory
- Responsive Web Design
- UI Design/UX Design
- Wireframing and Prototyping
- Content/Project Management
- Copywriting
- Time Management
- Version Control
- Client Interaction

SOFTWARE & TECH:

- Adobe Creative Suite (Illustrator, Photoshop, InDesign, Dreamweaver, Acrobat)
- HTML5, CSS3, and JavaScript
- Visual Studio Code/Git
- Microsoft Office, Google Suite, and Apple iWork
- Basecamp

WORK EXPERIENCE:

Graphic Designer
Aedieno Creative Agency / *February 2023 - Present*
Responsibilities:
- Conceptualized and designed campaigns, digital and print collateral, Logos, Forms, Signage, and various graphic assets for clients using the Adobe Creative Suite.
- Followed brand guidelines for multiple clients.
- Captured, edited, and retouched high quality digital images.
- Used HTML and CSS to build and update client web pages.

Lead Graphic & UI/UX Designer
DevelopThis / *September 2022 - Present*
Responsibilities:
- Designed web wireframes, mockups, and prototypes using Figma.
- Planned and implemented overall branding strategy.
- Created web assets using Adobe Creative Suite.
- Designed cohesive graphics such as logos, business cards, email signatures, and event/social media banners.

Director of Web Design & Content Marketing
It's Destiny Recruiting / *April 2022 - September 2022*
Responsibilities:
- Built, designed, and deployed the main, mobile responsive website using vanilla HTML, CSS, and JavaScript.
- Designed marketing graphics and produced content to increase conversion to the company's website and LinkedIn profile.
- Implemented company's rebranding by designing new logos, email signatures, banners, business cards, and various assets.

Software Engineer
Ecsazza Inc. / *August 2021 - February 2022*
Responsibilities:
- Worked with a team of developers to improve the UI and overall functionality of the SaaS start up's main website.
- Used ticketing system (Jira) for project management.
- Designed user-facing features on the main website.
- Researched and fixed programming errors/bugs independently.

Freelance Web Developer/UI Designer/Graphic Designer
Self Employed / *March 2021 - Present*
Responsibilities:
- Designed and deployed single page, mobile responsive web applications using HTML, CSS, and JavaScript.
- Produced designs for the following client deliverables: primary and secondary company logos, social media marketing graphics and banners, business cards, email signatures, apparel, and signage.