R Ruben Moreno

:: Web & Graphic Designer

www.morenoportfolio.com

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Experience

Production Design Team Lead
Red Hat

Raleigh, NC
Feb. 2015 - Present

Senior Web Designer
The Body Shop / L'Oréal

Wake Forest, NC
Jan. 2014 - Feb. 2015

- Revamped ecommerce website with new CSS and graphics to match international design rollout
- Designed commercial emails, homepage layouts, landing pages, and online banner ads to drive sales and promote brand identity for the U.S., Canada and Mexico markets
- Acted as subject matter expert for HTML & CSS coding, Photoshop usage, and overall design
- Handled onboarding, mentoring and creative approval for all contract designers
- Received two company impact awards for outstanding performance in driving U.S., Canada and Mexico market financial results

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Web Designer
The Body Shop / L'Oréal

Wake Forest, NC
Jun. 2008 - Jan. 2014

- Revamped ecommerce website with new CSS and graphics to match international design rollout
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Web Technologist
SourceKit, LLC / Contactology

Durham, NC
Feb. 2006 - May 2008

- Redesigned site and software platform interface following company rebranding to Contactology
- Updated client sites including 919marketing.com, brouillardbuilt.com, and realresources.com
- Increased brand exposure with online and print ads, promo materials and business cards

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Web Producer
MarketSource / IBM

RTP, NC
Jan. 2004 - Feb. 2005

- Maintained and updated B2B websites for IBM's North American large enterprise clients in the consumer products, retail, and travel & transportation industries

Skills & Proficiencies

- HTML & CSS
- Adobe Creative Cloud (Photoshop, InDesign, Illustrator, Dreamweaver, Audition)
- Balsamiq Mockups
- JavaScript, JQuery, Bootstrap, WordPress
- Strong ecommerce background in a fast-paced environment
- Extensive experience designing for desktop, mobile, and print on tight deadlines
- 3+ years of experience onboarding and mentoring graphic / web designers
- Team player with high attention to detail and proven problem-solving and communication skills
- Ability to adapt under pressure and learn new processes, software and systems quickly
- Fluent in Spanish; working familiarity with French

Education

M.S., Technical Communication
Research Focus in Web Accessibility and Usability

North Carolina State University
Raleigh, NC - Dec. 2003

B.A., English
Concentration in Language, Writing and Editing

North Carolina State University
Raleigh, NC - Dec. 2000