



JOSH AGUILAR

Designer & Front-End Web Developer

OVERVIEW

Front-End Web Developer with five years professional working experience. Current position focused on usability and Conversion Rate Optimization.

Background in Graphic Design and Visual Media. Experience with both B2B and B2C clientele.

Reputation for accuracy and thoroughness with excellent communication skills.

CMS EXPERIENCE



AREAS OF EXPERTISE

- User Centered Web Design
- Responsive Web Development
- Conversion Rate Optimization
- Version A/B Testing
- Portrait and Product Photography
- Image Manipulation
- Complex Problem Solving
- Creative Direction



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EDUCATION



Bachelor of Fine Arts

THE ART INSTITUTE OF HOUSTON

Degree in Web Design / Interactive Media. – 3.9 GPA

Awarded *Best of Show* at graduation Portfolio Show.

2007 - 2011

EXPERIENCE

Culture Pilot

WEB DESIGN INTERN

Internship responsibilities consisted of designing website mockups and other online graphics in addition to basic front-end development. Also served as the in-house photographer and photo editor.

2011 - 2011

Media 3 Creative

WEB DESIGNER & FRONT-END DEVELOPER

Responsibilities consisted of both the custom design and full development of websites for small businesses.

2011 - 2011



Weddings In Houston Magazine

SR. PRODUCTION COORDINATOR

Responsibilities included overseeing the daily operations of the Production Department while managing websites, e-mail campaigns, and newsletters. Also in charge of designing both digital and print ads for clientele and company magazine.

2012 - 2012

TopSpot Internet Marketing Solutions

DESIGNER/DEVELOPER + CONVERSION RATE OPTIMIZATION

Started as a Web Designer creating wire-frames and website mockups. Now a Conversion Improvement Specialist. Current responsibilities include: analyzing web traffic to identify conversion pain points, strategizing changes based on usability and conversion goals, making both design and development updates to live websites, and finally running A/B tests to confirm the outcome of changes.

2012 - 2015

SKILLS



PHOTOSHOP



ILLUSTRATOR



INDESIGN



HTML & CSS



JAVASCRIPT



PHP

