

Daniela Maya

UI & Web Designer

📍 APEX, North Carolina, 27502

Details

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👤 Profile

Energetic Web Designer with 3 years' experience creating and maintaining functional, attractive, and responsive websites for small businesses throughout the United States. Clear understanding of modern technologies and best design practices. Experienced with WordPress and Duda as well as The Adobe Creative Cloud. Able to stretch the boundaries in graphic design, application development, and website development to help my client's brands stand out and grow. Proven track record of raising SEO scores and customer retention.

📁 Employment History

Web Designer & Content Writer at Simple.biz, North Carolina

October 2021 - Current

Simple.biz is a startup company that builds and maintains websites for small business across the United States. As the Web Designer and Content Writer, my core activities included:

- Planning site designs, functionality and navigation, along with audience funnels and data capture points.
- Designed, Built, and maintained websites, using authoring or scripting languages, content creation tools, management tools and digital media.
- Reviewing SEO and making necessary edits to accommodate technical or business concerns. Raised SEO scores by 38%.
- Handling all composition, color, illustration, typography, and branding for projects.

Lab Technician & Gift Specialist at LA Cameras, Pennsylvania

November 2018 - March 2020

LA cameras is a camera and photography company that sells equipment and photo related products at their flagship store from professional photographers to casual hobbyist. As the main Lab Technician & Gift Specialist, my core activities included:

- Adjusting digital files, such as color correction, environment temperature and print exposure.
- Providing expertise on industry standards, best practices, and proper machine maintenance techniques to achieve high quality products.
- Performing quality assurance and troubleshooting on different machines across multiple mediums and services.
- Improved customer retention by 17%. Kept records of customer interactions, transactions, recording details of inquiries and complaints as well as actions taken to resolve customer dissatisfaction.

🛠 Skills

WordPress, Duda,
Wix
HTML5, CSS, JS,
SEO & Google Analytics
Adobe Photoshop &
Illustrator
Sketch & Adobe XD
Visual Studio
Microsoft Suite
Time management
Creativity
Self-motivation
Conflict Resolution
Adaptability
Problem-solving
Deadline-driven
Effective communicator
Team player
Energetic and inventive

Online Marketing Designer & Content Writer at Chambers Apothecary, Pennsylvania

October 2018 - September 2018

Chambers Apothecary is a family run pharmacy and apothecary site devoted to helping over 10 thousand monthly customers and patients to overcome common diseases. This company provides traditional medicine as well as alternative and natural products to help with cure diseases and help relieving sickly customers. As a Online Marketing Designer, my core activities included:

- Wrote advertising copy as well as designs, concepts, and layout mockups for use by publication, broadcast and internet media to promote the sale of goods and services.
- Consulted with sales, media and marketing representatives to obtain information on product and/or services and discussed style and length of advertising copy.
- Used software such as the Adobe Creative Cloud to generate new images and promotional designs.
- Photographed all sorts of products and promotional services, then maintained an archive of images, photos or previous work products to be used for future promotional banners and/or media posts.

Education

Bachelor's Degree in Fine Arts, Virginia Commonwealth University, Richmond, VA

2017

- Concentrated Study in Communication Arts.

Courses

UI Design Program, Career Foundry

May 2021