

# Danny M. Valdez

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## EXPERIENCE

Senior Web Designer  
11.2006 - PRESENT

LinkUSystems, Inc.  
RIVERSIDE, CA

- Collaborate with lead programmers to create and maintain a dynamic, versatile, and modular website template system built atop an ASP platform, with a focus on ease-of-use and accessibility for a general audience.
- Head front-end development for an extensive Bootstrap-based client Administration Panel that functions as both a template design studio and a broader content management system. Communicate with supervisors to fine-tune user experience, then work directly with programmers to troubleshoot and perfect the software as we tie it into our back-end architecture.
- Work directly with the CEO to redesign and refocus the flagship company website, highlighting our differing brands and products through modernized presentations based on minimalized aesthetics and a simplified user interface.
- Design and develop custom websites to client specifications, working within the company's proprietary ASP-driven CMS, often balancing multiple projects at once.
- Effectively communicate with Project Managers (or clients directly), working through critical feedback, while remaining informative about options, limitations, and cost-effective solutions.
- Possess an understanding of the tools used throughout the creative process (i.e. design work in Photoshop/Illustrator through final build using CSS3/jQuery, etc.), look for the most efficient means of cross-browser implementation within the company architecture, and keep an eye on evolving industry standards.

Freelance Work  
2006 - PRESENT

- Manage a number of side projects on top of the regular work week, including smaller design concepts (i.e. a single business card order), and larger-scale brand identities (i.e. logo design, misc. print work, website development, etc.).
- Serve as creative and technical contact for clientele; professionally discussing pricing, abilities to meet deadlines, technological hurdles, etc. Personally research solutions and broaden skills to meet client specifications while working in a cross-browser, standards-driven environment.

Graphic Artist  
10.2005 - 11.2006

The House of Portraits  
HEMET, CA

- Created all advertising and marketing materials (phone book ads, flyers, customer forms, multi-page price guides, etc.) for photo studio specializing in sports, school, family and high school senior photography.
- Retouched, cropped, and color corrected photography (including detailed restoration projects), in an OSX Photoshop environment.

Lab Assistant  
09.2003 - 03.2005

UC Riverside Art Department  
RIVERSIDE, CA

- Assisted professors in a Mac-based digital arts lab, helping students with Photoshop projects and basic web authorship (using Dreamweaver and Flash).
- Prepped artwork for digital archive by scanning prints and slides, then color correcting, spotting, and manipulating images in Photoshop for optimal web presentation.



## EDUCATION

University of California, Riverside  
09.2000 - 03.2005

- Bachelor of Arts in Fine Art
- Graduated with 3.76 GPA; Cum Laude



## TOOLKIT

Things I'm kind of excellent with:  
*(not to brag)*

- Adobe Photoshop
- HTML5/CSS3 Authorship
- Responsive/Mobile Design
- Adobe Dreamweaver
- General Javascript/jQuery & AJAX

Things I'm pretty good with:

- PHP/ASP/.net Integration
- Bootstrap Frameworks
- CSS Preprocessors
- CMS Integration (WordPress, Squarespace, etc.)
- Adobe Illustrator
- WordPress Custom Themes

Things I'm just okay with:

- (just being honest)*
- Complex Javascript/jQuery Scripting
- Web Service/API Integration
- Adobe InDesign



## SKILLS

Operating Systems:

Comfortable in Windows and OSX

General Office:

Proficient in all basic computer skills (Outlook, Word, etc.)

Other Notables:

Background in comics/illustration

Personality Attributes:

Extremely communicable, articulate, detail oriented, organized, and (possibly most importantly) eager to learn and grow with the design industry