

CHARLIE SI

Multidisciplinary Designer & Front-End Web Developer

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EDUCATION

Northeastern University

2012 – 2018 // Boston, MA
BFA in Graphic Design,
concentration in Game Design

SKILLS & TOOLS

Design

UI/UX
Branding & Identity
Typography
Color Theory
Rapid Prototyping
Adobe Creative Suite
InVision
Sketch
Indigo Studio
Balsamiq

Development

HTML/CSS
Bootstrap
CSS Grid
JavaScript/jQuery
Basic PHP
Evolv Web Editor & Manager
WordPress
Squarespace
Drupal
ion interactive
BrowserStack
Visual Studio Code

Spoken Languages

English
French
Mandarin

EXPERIENCE

Graphic Designer/Front-End Web Developer

Full Cup Creative // Jul 2018 – Mar 2022 // Denver, CO

- + Generated UI/UX-focused designs for clients, geared toward optimizing lead form and call conversions
- + Developed front-end solutions in HTML, CSS, and JavaScript to produce fully responsive cross-browser and cross-device landing pages, email campaigns, and microsites
- + Maintained and ensured quality of 1000+ existing user experiences that collectively served up to a million users per month
- + Leveraged *Evolv AI* to design, create, launch, and monitor experiments to determine prime candidates & combinations of visual elements for conversion optimization
- + Collaborated with lead developer to establish and reinforce best practices & processes for internal development team
- + Led trainings on new technologies & trends for development team, in addition to the instruction & onboarding of new members to the development/optimization team
- + Spearheaded efforts related to optimizing client pages for page speed & performance
- + Produced a quarterly tracker dashboard wireframe & mockup that resulted in the full overhaul in design of client's ops site to match design/styling
- + Assisted project managers in scoping new work coming down the pipeline
- + Acted as development team's first responder for critical support

Web Developer & Creative Consultant

Nodus Watch Company // Jun 2016 – Jun 2018 // Boston, MA

- + Collaborated with stakeholders & manufacturer in discussions over heuristics
- + Designed logo & 2D caseback renderings to pass onto manufacturer
- + Developed optimized digital assets for *Squarespace* website and provided assistance in the front-end to styling, functionality, and maintenance

Design Consultant

Lunessence Winery & Vineyard // Dec 2014 – Jun 2018 // Boston, MA

- + Undertook in the renaming, rebranding, and marketing plan of winery with stakeholders
- + Designed logo adopted by client, prototype labels, and generated variations on designs in response to feedback from marketing & general management
- + Contributed to website design & development over numerous live iterations to facilitate management & sales of inventory

Digital Marketing & Web Design Co-op

Buhv Designs // Jan 2017 – Jun 2017 // Boston, MA

- + Collaborated with clients, internal design, digital marketing, and copywriting teams to produce website style guides & mockups
- + Developed custom front-end solutions for clients through *WordPress*
- + Edited and maintained all live experiences created during time at *Buhv Designs*
- + Produced collateral material for digital marketing team and clients, including sales decks, brand guidelines, and *MailChimp* templates
- + Took initiative to successfully drive projects forward that were on the backburner