



# ANNETTE FOTOS

www.AnnetteFotos.com

## PROFESSIONAL SKILLS

- MARKETING
- TIME MANAGEMENT
- LEADERSHIP
- BUSINESS/CLIENT MANAGEMENT
- TEAMWORK COMMUNICATION

## CREATIVE SKILLS

- WEB CONTENT LAYOUT
- RESPONSIVE DESIGN
- UX DESIGN
- PRINT DESIGN AND PRODUCTION

## TECHNICAL SKILLS

- ADOBE CREATIVE SUITE
- HTML, CSS, PHP, WORDPRESS
- WEB ANALYTICS
- SEO/DIGITAL MARKETING/SOCIAL MEDIA

## EDUCATION

Graphic Design Certificate - March 2020

University of California-San Diego  
San Diego, CA

MS in Computer Science - May 1993

California State University-East Bay  
Hayward, CA

BS in Computer Science - May 1984

California State University-East Bay  
Hayward, CA

## WEB / GRAPHIC DESIGNER

Highly creative and multitalented Web/Graphic Designer with extensive experience in web design, marketing and print design. Exceptional collaborative and interpersonal skills; dynamic team player with well-developed written and verbal communication abilities. Highly skilled in customized Wordpress websites. Passionate and accustomed to performing in deadline-driven environments with an emphasis on working within budget and time requirements. Enthusiastically seeking a position where I can leverage my skills and experience and improve productivity by delivering high quality services.

## WORK EXPERIENCE

● 2000-present

### CNFdesigns - Owner/Web and Graphic Designer

- Design and update responsive websites for companies and organizations using HTML, PHP, CSS and JavaScript, including custom Wordpress solutions.
- Provide compliant HTML and CSS to support all our web properties and ensure it is compatible with major browsers and devices.
- Develop web pages, microsites, and emails from initial briefs.
- Review content and requirements as working through projects to ensure they meet the needs of the solution I am designing. Work with project managers and stakeholders to update and revise content as needed.
- Provide creative solutions to design and UI challenges for web and email properties.
- Excellent written and verbal communication skills. Ability to effectively present information in one-on-one and group situations. Ability to write in a clear, concise, and organized manner for the intended audience.
- Ability to manage multiple projects and competing priorities. Ability to set priorities, goals, and timetables to achieve maximum productivity. Strong organizational and planning skills.
- Prepare, create, and design various printed and online content to be used in publications, presentations, displays, signage, websites, and multimedia projects using a variety of computer software and conventional tools.
- Experience working within a team and building relationships with customers.
- Recommend and brainstorm design ideas, requirements and final designs with clients.
- Perform image modification and optimization for faster loading pages.
- Manage social marketing campaigns such as email blasts, Instagram, Google AdWords, Facebook Ads.
- Provide accurate website reporting and statistics through the use of Google Analytics.
- Provide web hosting security, website performance monitoring, maintenance, enhancements and troubleshooting for new and existing web applications.
- Increase website rank through SEO implementation and establish compatibility with third party software products.
- Ensure network, system and data availability and security through preventative maintenance such as frequent backups and upgrades.
- Consistently meet deadlines and requirements for all work.

● 1985 - 1997

### Applications Programmer/Systems Analyst - IBM, Pacific Bell

- Designed, tested and maintained programs, analyzed systems and provided recommendations for improvements.
- Developed innovative system solutions to support business objectives, while collaborating with management to train less experienced employees.
- Responsible for batch module processing, computer resource management, problem determination recovery coordination, problem management, and training.
- Managed and supervised a technical team.
- Coordinated with software developers, testers and end users.

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