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ROXANA MORENO

SKILLS

- HTML5
- CSS3
- Wordpress
- Adobe Illustrator
- Photoshop
- After effects
- Premiere
- Adobe XD
- InDesign
- GitHub
- Basecamp
- Slack
- Hootsuite
- Microsoft Office

PROJECTS

Graphic & Web Designer – Machine Tool Camp

AUGUST 2023 – PRESENT

Designed and developed the company's WordPress-based website and produced a variety of multimedia content, ensuring brand alignment and a cohesive visual identity.

- Led the visual identity overhaul for the brand, revamping the website, literature, and marketing collateral.
- Managed web design projects, including customizing WordPress themes, implementing plugins, and ensuring responsive design principles.

Front End Developer – Uncle Buddy's Phantom Funhouse

AUGUST 2022 – DECEMBER 2022

Collaborated across diverse teams to modernize and adapt John McDaid's 1993 hypermedia narrative game for present-day computing devices.

- Implemented custom HTML5 elements and CSS styles to enhance the visual appeal and interactive elements within the game while maintaining a user-friendly design.
- Collaborated on mapping out interfaces and creating detailed wireframes, providing a blueprint for the updated game's layout, navigation, and interactive components.

Logo Design – Surf A Vino

JUNE 2023 – JULY 2023

Developed a logo and visual style guide for Surf A Vino, a tourism venture specializing in providing wine tasting experiences and surf lessons exclusively for women.

- Showcased design proficiency using Adobe Illustrator and Photoshop to craft a distinctive logo.
- Developed a brand style guide, including logo icons, typography selections, and a vibrant color palette.

EDUCATION

2019 – 2022

Washington State University Vancouver – B.A. in Digital Technology and Culture