

Dolores M. Joya : Senior Graphic Designer

Email Address: doloresjoya@gmail.com
Portfolio: www.doloresjoya.com

WORK EXPERIENCE

Independent Work Summary 2006-Present

My independent career experience is derived from working with 20+ RIA Design and Branding client projects over the last four years. Clients who seek me out are interested in building a unique brand for their Rich Internet Applications (RIA's). The RIA Brands we etch out together subsequently flow thru Marketing Channels and help shape the Company Story. Brands encompass many facets of the Graphic Design discipline including; Logo Design, UI Design, Animation, Icon Design, Color Theory, Layout & Typography. The challenge for me is to put forth an inspirational Brand Identity that reflects the pioneering work Architected into these never-before-seen products. Required skills for all projects include:

- Designing Photoshop or Illustrator mock-ups which reflect Project or Brand goals.
- Remaining considerate of target audiences and project timelines.
- Presenting work for review and listening to team feedback.
- Revising work based on critique and/or user responsiveness (usability).
- Producing/Translating Designs into usable assets for integration into the final products.
- Collaborating with Engineering, Management, and other key Business persons.
- Optimizing Graphics, Writing CSS Styles, Wireframing, Skinning UI Components, and Executing Layouts.

Selected Client Projects

2010 **AppDynamics - appdynamics.com**
May 08 - Present | Branded RIA UI Design, Dashboard & Infographics Design

2009 **Outshouts - outshouts.com**
RIA UI Re-Design, RIA UI Asset Production, HTML/CSS

Overstat - overstat.com
Branded RIA UI Design, Logo Design, Dashboard & Infographics Design

2008 **IORad- iorad.com**
Branded RIA UI Design, RIA UI Asset Production, Logo Design

VoxOx - voxox.com
Flex CSS/MXML, Icon Design, Business Powerpoint Presentation Design

2006-2007 **Eluminate - digital-seed.com**
Branded RIA UI Design, Flash Design, Website Design, Marketing Design, Logo Design, Collateral

In-House

1999 – 2005

Senior Graphic Design - LION, Inc., Denver, CO. and Seattle WA.

- Senior Web/Marketing/Brand Designer for 3 RIA software products.
- Designed and Managed Corporate Identity.
- Created assets for all phases of product lifecycle; Design-to-Market.
- Designed all print collateral for mail, tradeshow and shareholder meetings.
- Manager of Corporate Design Team.
- Designed and produced client and corporate websites.
- Collaborated with Dir. of Marketing to create monthly marketing campaigns for 2 years, generating \$1.2 million in sales.
- Distilled and reported ROI tracking data for Marketing lead generation reports.
- Improved Consumer leads generated which were sold to Broker clientele.
- Independently optimized search traffic for up to 4 company websites simultaneously.
- Primary UI Designer for RIA's built with ASP/ASP.NET Frameworks. Collaborated with Engineers and CTO.
- Awarded employee of the year 2002. Promoted to Senior Graphic Designer 2004.

Skills

Print Design

Large Format (Tradeshow Booth), In-House (Xerox), Brochure, Letterhead, Business Cards, Mailers, Envelopes, Postcards, Tradeshow Giveaways, Printer Collaboration.

Website Design

Website Production, HTML, CSS, SEO, Analytics, Marketing, Google Ads, WebTrends, Flash Marketing, Blogs, FTP, Lead Generation.

UI Design

Screen Mockups, Bitmap & Vector Skinning, Flex MXML, Flex CSS, Animation & Icon Design, Cursors, Engineer Collaboration.

Marketing Design

Campaign Design & Production, Tracking, Broadcast Email Creation, Report Creation, Powerpoint Design, Animations, Help Doc. Creation, Electronic Brochures.

Software Skills

Graphic Design - Photoshop, Illustrator, Acrobat
Web Design - Dreamweaver, Text Pad, FTP
UI Design - Flex Builder, Flash, Flash Catalyst
Business - Powerpoint, Excel, Word, Visio
Marketing - WebTrends, Salesforce
Motion Graphics - After Effects, iMovie, Quicktime
3D - Maya, zBrush
Coding - HTML, CSS, MXML

Education

1993-1997

Creative Writing/English Writing and Visual Communications (Graphic Design)