

Adelon Zeta, Designer

TOP RELATED EXPERIENCE

Junior Graphic Designer

Mint Design Inc. | Seattle, WA | 2018

- Solidified overall typography in designs
- Sketched ideas with the Creative Director
- Created wireframes and mockups in Sketch
- Uploaded designs to Marvel for client feedback
- Designed a style guide in Sketch

Web Designer

GoAbroad Inc. | Fort Collins, CO | 2011-2014

- Lead designer for three major website projects
- Designed and developed email newsletters
- Designed brochures, flyers, and banners
- Increased PPC engagements by 60%
- WebCamp 2013 jQuery for Designers Speaker
- Tech Fridays Winning UX Solution
- 3x Employee of the Month

FORMAL EDUCATION

BS in Information Technology

Leyte Normal Univesity | Philippines | 2007-2011

Science and Technology Scholarship

Awarded for having a high aptitude in Science and Mathematics and by pursuing a career in the fields of Science and Technology.


SKILLS

Typography
Wireframing
Prototyping
Sketch
Photoshop
Illustrator
Principle
Photography
HTML/HTML5
CSS/CSS3/Sass
Javascript/React

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Dribbble
Github
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Projects

JUNIOR WEB DESIGNER — MINT DESIGN INC

Pure Food Fish Market <http://bit.ly/az-pf>

An e-commerce website redesign project for a local fish market in Seattle where I was tasked to interpret wireframes into high fidelity mockups using Sketch. This project required web design skills specifically in typography, vertical rhythm, layout, imagery, and composition.

LUXWTR

A new website design project for a high-end water bottled product. I was tasked to fix overall design issues in the mockups as well as create a few pages.

Frutech <http://bit.ly/az-ft>

Another e-commerce project where I was asked to create wireframes for both desktop and mobile. My final output was essentially a high-fidelity mockup in black and white.

FRONTEND DEVELOPER — 64 ROBOTS LLC

Docuvote <https://adelonzeta.com/docuvote>

A document approval system where I was assigned to fix the issues in the previous translation of the design into HTML/CSS. Other tasks involved building the site responsive, CSS transitions, and some javascript interactions. The project required some decent amount of knowledge in Vue JS as well as familiarity with PHP frameworks such as Laravel.

Cents <https://adelonzeta.com/cents>

A money loan website where I was tasked to translate designs from Sketch into responsive HTML, CSS, and JS. The project covered all the pages in the frontend. Some of the technologies used are NPM, Gulp, Sass, and Git/Github.

Casting Platform

Assigned to fix overall styling and responsive issues. The project's codebase is in Laravel and Vue JS so familiarity with those technologies was necessary.

WEB DESIGNER — GOABROAD INC

Fundmytravel <http://bit.ly/az-fundmytravel>

A crowdfunding website for meaningful travels abroad. I worked with a small team consisted of a project manager and two backend developers. I was responsible for the creation of the entire design and frontend coding. I did project discovery with my team and our client. From there I designed wireframes and mockups using Photoshop and built the frontend using HTML, CSS, and JS. I collaborated with the backend developers for easier integration of the frontend and backend. The entire codebase was built using Symfony, a PHP framework so familiarity with it was essential.

Rome SAE <http://bit.ly/az-rsae>

Our team consisted of a project manager, two backend developers, and me as a solo designer. The codebase was built using Symfony and the frontend using HTML, CSS, and Javascript/jQuery. I designed the entire site from discovery, wireframes, mockups, and coding — markups, styling, and interactions. I built the blog page by creating a responsive child theme in Wordpress.

GoAbroad Redesign <http://bit.ly/az-gap-r>

A large-scale project to improve the overall performance and effectivity of the main website. I was assigned to work on some of the most important pages of the site. This involves working with the heads of other departments such as Sales and SEO. Demanded a lot of UX design skills as well as HTML, CSS, and jQuery.

ThankYouSpot <http://bit.ly/az-tyspot>

A social networking site for expressing gratitude towards people. I partnered with a backend developer and formed a two-man team with him. I designed the entire site from ideation, wireframes, mockups, markups, styling, and interactions. Technologies used are Trello, Sketch, Photoshop, HTML, CSS/Sass, and Javascript/jQuery.

Pay-Per-Click Ads <http://bit.ly/az-ppc-ads>

New company product which was not performing as desired. I was tasked to create a new page design for the ads and do A/B testing with the SEO team. I partnered with a backend developer. I finished the design after two days of research and consultation with the SEO team and another day implementing my ideas and building the frontend code. The backend developer finished her task after two days. Overall it was a one week sprint. After several weeks of testing the results came out and my design gained 60% more clicks compared to the old design.

Email Newsletters <http://bit.ly/az-pn>

Worked with the sales team and clients with the creation of customized email newsletters. Skills involved include HTML, CSS, and knowledge of email-client quirks. There were times when I was creating three to five email newsletters per week. The main applications I used back then was Dreamweaver and Photoshop.

Insight Lighting <http://bit.ly/az-il>

Fixed overall mockup design issues and translated them into HTML, CSS, and JS. I used Sass as a pre-processor, Bootstrap as a CSS framework, and jQuery for Javascript library. I finished the job quicker than anticipated. Instead of 4 weeks, I was able to cut it down to 2 weeks. The client was very pleased since this was an urgent project.

Triple C Lighting <http://bit.ly/az-tcl>

Another project of translating designs into responsive HTML, CSS, and JS. I used Bootstrap, NPM, and Gulp. I was able to finish the job quickly and handed over the code to backend developers via Github repository.

Vital Force Tech <http://bit.ly/az-vft>

Assigned to translate a one-page design into a responsive HTML, CSS, and JS. I used Bootstrap as well as the Yeoman Generator that I created to finish the job quickly.

Menulog <http://bit.ly/az-ml>

A unique project where he asked me to translate his Powerpoint slides into a responsive HTML, CSS, and JS page. I tried to ask questions to verify if this is exactly what he needed and it turned out to be true. He asked me to upload the files to their SalesForce account and made sure it was working as intended in the production environment. He liked the overall outcome and gave me another set of slides to work on which is always a great thing.

Paddington Beauty Salon <http://bit.ly/az-phbs>

I was tasked to translate a one-page website design into a responsive HTML, CSS, and JS. I used Bootstrap and my Yeoman Generator called Genjutsu to accomplish this task quickly. This was a bit challenging to build as a responsive website since the mobile and desktop designs had a huge difference, but nothing is impossible with CSS.

WEB DESIGNER — LUKE EDDINS

Personal Portfolio

Luke had a very specific idea in mind about how he's portfolio would look like. He did not provide me with mockups but instead, he gave me the text contents he created and asked me to copy the design aesthetics of the Dropbox's homepage. I didn't have to design in Photoshop or Sketch and eventually coded he's portfolio using Bootstrap. Also, I created a login feature using Javascript so that he can control who can view his portfolio.

WEB DESIGNER — PERSONAL PROJECTS

Hyperbots <https://adelonzeta.com/hyperbots>

A server-side rendered website for a development agency. I designed and developed the website alone. I used Paper of Dropbox to create the sitemap, Trello to organize tasks, and Sketch to create the wireframes and mockups. It uses Firebase Firestore for the database and has several forms that are submitted to a Slack channel via webhook. The codebase is composed of NuxtJS and Bootstrap. The order page has a functionality of uploading files to a Firebase Storage. Being an SSR website means it can load extremely fast even in slower networks.

BuyCantaba <http://bit.ly/az-bc>

I designed and developed this real-estate responsive website for a friend using Vue JS and Bootstrap. I used Google Maps API to draw the borders of the property and displayed it on the website. It also has a contact form which submits to a Slack channel via webhook. I utilized Bootstrap's built-in carousel feature for the content section.

BuyCantaba Referral <http://bit.ly/az-buycr>

A referral program site created to promote the BuyCantaba property. This is a Single-Page Web App built using Vue JS, Firebase, and Bootstrap. Firebase Authentication handles the account creation and Facebook logins. I also used the Firebase Real-time Database to manage the overall data. I had to make sure I added enough metadata for sharing links on Facebook and Twitter.

Source codes and mockups available upon request or during the interview.