Aljon Preza

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Skills

Design: Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Figma, Brand, Print, Video
Front-end: HTML, CSS, JavaScript, WordPress, React, Bootstrap | **Back-end:** PHP, Python
Marketing: Meta Business, Email Marketing, Google Analytics, Social Media | **Other:** Asana, ClickUp

Experience

Lead Web and Graphic Designer | OrthoMasterClass
May 2022 – Present, Honolulu, HI
- Founded the company's brand identity, web design, and marketing strategies, achieving a **200%** increase in web visitors and a **50%** growth in sales revenue in 2022.
- Executed and analyzed marketing campaigns, including landing pages, blogs, social media ads, and email newsletters, growing web traffic by **150%** and increasing lead generation by **30%** in 2022.
- Collaborated with cross-functional teams and key stakeholders, improving product goals and objectives.
- Devised and customized project and content management systems, reducing production time by **60%**.

Web and Graphic Designer | OrthoMasterClass
March 2017 – May 2022, Honolulu, HI
- Launched over **10+** websites for diverse clients using WordPress, HTML, CSS, and JavaScript.
- Produced marketing collateral, including brochures, flyers, social media posts, banners, and slide decks.
- Utilized SEO best practices to optimize website content, achieving first-page rankings on Google Search.
- Assisted in organizing and executing in-person and online events, boosting customer acquisition by **40%**.

UI/UX Designer | Collaborative Software Development Laboratory (CSDL)
January 2016 – March 2017, Honolulu, HI
- Developed wireframes, interactive prototypes, and the user interface (UI) for a React web application.
- Conducted user research and usability testing, resulting in a **20%** increase in overall user satisfaction.
- Established style guides and design documentation to ensure consistency across the product.

Web Development Intern | RevaComm
November 2016 – January 2017, Honolulu, HI
- Assisted in building and maintaining **5+** responsive websites using HTML, CSS, JavaScript, and Python.
- Contributed to creating and optimizing website content, adhering to SEO best practices.

Graphic Designer | Ka Leo O Hawai'i
May 2014 – December 2014, Honolulu, HI
- Created graphics for the student newspaper, including cover designs, illustrations, and infographics.

Education

Bachelor of Arts in Information and Computer Sciences | University of Hawaii at Manoa
May 2016, Honolulu, HI