CARLOS RUBIO

WEB DEVELOPER / WEB DESIGNER / GRAPHIC DESIGNER

858.342.9102

crubiojr@gmail.com

San Diego, CA

www.crubiojr.com

SKILLS

WordPress
Joomla
HTML5
CSS3
JQuery
Bootstrap
CSS Grid
Responsive Design
SEO
HTML Email
Wrike
UI/UX Design
Graphic Design
Salesforce
Sketch/Figma/Adobe XD
Adobe Creative Cloud
Print Production
Video Editing
Technical Illustration

EDUCATION

Bachelor of Science CIS
Coleman University

Graphic Design
Certification Graduate
Platt College

Multimedia Design
Certification Graduate
Platt College

PROFESSIONAL PROFILE

Senior level web developer/graphic designer able to realize project goals using creative and technical expertise. Strong background of more than 20 years of web design, front-end development, graphic design, print production and video editing experience.

EXPERIENCE

Web Designer - Consultant
Carlos Rubio Design and Development, San Diego, CA   1/16 - Present
- Providing digital services including web design, web development, graphic design, UX/UI design, print production, technical illustration, animation, video editing, audio recording, audio editing, film production, print development, design and coordination, corporate identity, multimedia production and project management.

WordPress Developer - Contract
Pxise Energy Solutions, San Diego, CA   3/23 - Present
- WordPress development and integration
- Strategizing on needs for the integration's
- Facilitating website updates
- Downloading and updating case studies and forms
- Perform scheduled maintanance and software updates and upgrades

Email Marketing Specialist - Contract
San Diego State University, San Diego, CA   5/22 - 10/22
- Created HTML emails for SDSU Global Campus
- Created email templates, email campaigns and scheduled email broadcasts in Salesforce
- Created student lists and reports for email campaigns and marketing
- Updated and modified HTML email templates for email clients

Web Developer - Contract
MSMNET Security, Chicago, IL   2/22 - 8/22
- Provided WordPress web development services and website maintenance
- Set up staging environment for version control and backup redundancy
- Created Icons, badges and various web graphics using Adobe Photoshop and Adobe Illustrator
- Designed and set up ecommerse solution using MyShop
- Installed SEO plugin and configuration

Web Developer/Video Editor - Contract
Power Entertaining, La Jolla, CA   10/21 - 02/22
- Edited video footage for educational entertainment segments to be used for digital marketing and advertising
- Provided web design and web development services for educational entertainment instruction website and landing page using Kajabi

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Web Developer - Contract

West Development, Carlsbad, CA   2/20 - 10/20
- Provided WordPress web development services for company website redesign
- Provided UI and UX ideas for intuitive and attractive layout of content
- Color palette recommendations, sourcing and optimization of images
- WordPress, Elementor, HTML5, CSS3, HubSpot, LOCAL, Adobe Creative Suite

Web Developer - Contract

Corovan, Poway, CA   4/19 - 9/19
- Provided web development services to multiple company divisional websites
- Supported marketing and business development by implementing updated designs for web site sections and promotions. Duties include: web development utilizing WordPress, Bootstrap, HTML5, CSS3, SASS, PHP, JQuery, HubSpot, Adobe Creative Suite, Server migration and hand coded HTML5 and CSS3

Web Developer - Contract

Max Audience, Carlsbad, CA   5/18 - 3/19
- Develop custom WordPress websites for medium to large businesses using HTML5 and CSS3 and JQuery.
- Create responsive landing pages utilizing HTML5, CSS3 and the Bootstap framework
- Develop HTML newsletters for targeted email blasts
- Optimized pages for SEO
- Participated in UX/UI design

Web/Graphic Designer

CUSO Financial Services, San Diego, CA   5/08 - 8/16
- Designed, developed and administrated corporate web properties utilizing modern web development technologies and content management systems including WordPress and Joomla
- Managed daily updates and edits to five different websites
- Lead training for marketing staff on WordPress backend
- Organized, executed and managed video projects throughout the year including filming and post-production, video editing and motion graphics
- Developed web-based training using the Adobe eLearning Suite
- Created and edited artwork, infographics, digital images, mobile screens and other graphics as needed

Web Media Producer

UCSD Extension, La Jolla, CA   3/06 - 3/13
- Established and executed development of online learning courses for UCSD Extension Online Learning/Information Technology department
- Supervised Blackboard Academic Suite development, web development, database administration, film production, video editing, audio recording, audio editing, flash and XML

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Graphic Designer/Creative Lead

Children's Technology Group, San Diego, CA   3/97 - 5/01

- Managed the creative staff, and helped guide the design, development and workflow of projects including development of a web browser
- Motivated creative and technical staff to maintain quality, promote creativity and meet deadlines while maintaining a positive environment. Projects included corporate identity design, web design, interface design, 3-D modeling, character animation, illustration, product design, print, packaging and trade show graphics

Lead Graphic Designer/Art Director,

1st Net Technologies, San Diego, CA   11/97 - 3/00

- Oversaw the design, quality and creation of artwork while leading the creative and technical staff
- Lead and supported projects such as corporate identity, web design, interface design, multimedia, animation, illustration, product packaging, printing and trade show graphics