



CONTACT

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SOCIAL PROFILES

-  johnperez52
-  johnathan perez
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-  john_perez52

UX SKILLS

- Competitor Research
- User & Task Flows
- Wireframing
- Prototyping
- Site Map
- User Research

UI SKILLS

- User Testing
- Visual & Graphic Design
- Branding & Style
- Storyboards
- Responsiveness
- Digital Illustrations & Icons

MARKETING

- Data Analytics
- Communication
- SEO Optimization
- Infographics
- Email Campaigns
- Social Media Management

SOFTWARE

- Photoshop
- XD
- Illustrator
- Balsamiq
- Figma
- Lucid

DEVELOPMENT SKILLS

- CSS
- HTML
- REACT
- MYSQL
- JAVASCRIPT
- NODE
- PHP

EDUCATION

Bachelors in Web & Social Platforms

University of Central Florida
Aug 2020 - May 2023



SCAN TO SEE **PORTFOLIO**

JOHNATHAN PEREZ

I'm a User **Experience** and **SEO** Specialist that is set on establishing an experience for the user and with skills in development and marketing.

EXPERIENCE

Marketing Specialist

Nov 2022 - Present

MIE, Inc

- Analyzed trends that can help engage with our target audience and devised a strategy that can target those audiences.
- Designed and produced a variety of graphics for flyers, signs, and ads.
- Create a marketing strategy that can attract customers to buy and labor workers to sell within Facebook, LinkedIn, and Dux-Soup.
- Watched and informed on key performance indicators and communicated results with leadership.

Graphic Designer

Mar 2021 - Oct 2021

Show and Heal

- I completely redesigned the website on WordPress, inputting my icons and graphics for the website.
- I used web programming software and knowledge of CSS and PHP to input any issues or style changes.
- Generated a mid-fidelity design to showcase the layout, padding, and font size to my supervisor for the website.
- Designed page layouts with Adobe InDesign and Adobe Illustrator.

Web Designer

June 2020 - Nov 2020

Jax Marketing Solutions

- Crafted visual designs and brand messaging elements for presentation and social media content.
- Created methods to correct SEO that did not perform well and increase traffic and visibility.
- Input data or important details within Excel document for workers to know about sales and events.
- Designed PowerPoint presentations on Microsoft and Google using Adobe Creative Software to make infographics.

Independent Freelancer

April 2018 - Present

Roles Varied

- Designed websites for a variety of clients using Editor X, WordPress, Shopify, and SquareSpace.
- Optimized web page titles, URLs, SEO copy editing, and sitemaps.
- Created custom made vinyl designs to implement onto clothing, wallets, furniture, and computers using Photoshop and Illustrator.
- Provided design consultation for clients who were still unaware of what they were looking for and help come up with keywords to create a traffic flow onto their website.