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# Allan Gaylord Grijaldo

APPLIED FOR:  
**Sr UI/UX Designer**

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## Summary

I am an innovative, creative, and Digital Experience Award winner with over ten years of graphic design experience specializing mainly in UI/UX design. Multiple managers recognized me as the best Designer among my colleagues. Able to create effective and innovative strategies to convey the desired ideas from concept to wireframe to prototype to production. Experience working with clients to identify needs and present solutions. Collaborating with marketing, sales, stakeholders, developers, and project managers. Dynamic team player and Innovative leader offering excellent collaborative and interpersonal skills. A detail-oriented creator who worked in different Advertising Companies with an intense Web design and development for corporate Websites and e-commerce background in A/B Testing Optimization and knowledge of HTML, CSS, JavaScript, and Web Frameworks.

Also, well experience with motion graphics and digital marketing strategies, which include SEO, Proper insertion of keywords, meta title, and description, Web Directory Submission, Social Media Management, Online Monitoring Reputation, Paid Facebook and Google Ads, Integrations of Facebook Pixels and Google Tag Manager (GTM), Google AdWords and Google AdSense to the website.

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## Skills

### Tools:

Adobe Creative Suite (XD, Photoshop, Illustrator, After Effects, Premiere, InDesign, Lightroom, Dreamweaver, AEM), Figma and Figjam, Sketch, Lunacy, Zeplin, Vegas, Wrike, Asana, Slack, Click up, Jira & Confluence, Markup.io, WordPress & WooCommerce, 3d Max, Sitecore

### Design Skills:

User flows, Wireframes, Style Guide and pattern library, User-centered design, Mobile design, Website Design & Development, Visual Communication, e-Commerce, Web Frameworks, Architectural Sitemap, Information Architecture, Prototyping

### Research Skills:

User persona, A/B Testing, Usability Testing, UX Research, User Interviews

### Programming Skills:

HTML & CSS, JavaScript, PHP, MySQL

### Graphic Skills:

Branding, Company Logos, Typography & Iconography, Offset & Digital Printing, Motion Graphics, Video Animation, Photography, Illustration Design

### Digital Marketing Skills:

SEO, Proper insertion of keywords, meta title, and description, Web Directory Submission, Social Media Management, Online Monitoring Reputation, Paid Facebook and Google Ads, Integrations of Facebook Pixels and Google Tag Manager (GTM), Google AdWords and Google AdSense

### Other Skills:

Agile Methodologies, Time Management, Team Oriented, Self-motivated, Project Management, Visual Effects, Originality and Creativity, Concept Development, Reliable & Trustworthy, Planning & Organizing, Supervision & Leadership, Critical Thinking, Design Thinking, Communication, Interaction Design, Visual Communication, Collaboration, Research, User Research

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## Experience

**SENIOR UI/UX DESIGNER** | 08/2023 - 01/2024

**DAS | BITS (CDTS Digital Services) - Hartford, Connecticut**

### **User-Centered Service Design:**

- Collaborate with a project manager and content lead to understand user behaviors and needs, prioritizing work accordingly.
- I manage valuable insights into user interaction with services or products, facilitating design and redesign processes.
- Apply user-centered design methodologies to create and enhance services.

### **Website & UI/UX Design:**

- I create and develop comprehensive graphics to make the page more engaging to the viewer.
- I employ design thinking principles to craft and refine graphics, user interfaces, and content for various platforms, including websites, social media, and print media.
- I apply and illustrate my expertise in graphic design fundamentals, layout creation, typography, color theory, and multimedia graphics into my web design.
- I apply my design using the standard component-based development within Content Management Systems (CMS) and responsive development across the backend of the Sitecore platform.
- I'm responsible for UX vision and strategy, storyboard design, and defining design standards and patterns for internal applications.
- I created high- and low-fidelity wireframes to meet the high-standard digital agency requirements and the approved components library with different design concepts and solutions, rapid prototyping, and user feedback to quickly adapt and iterate on interface design concepts.
- I'm responsible for branding the web design, logo, graphics, and icon elements in the development stage of the page.
- Apply the responsiveness on all the page creations on all devices.

### **User Acceptance Testing:**

- After developing the web pages and knowledge-based articles from the content lead, I test and validate service/product alignment according to user and stakeholder needs.
- I am identifying and addressing issues during the developmental stage of the web pages and KBs phase to ensure all the links applied to the text are not broken links, have a smooth launch, and increase user confidence.
- I manage and engage in accessibility considerations and advocacy for equal access.

### **Digital Platforms, Tools, & Discipline:**

- I work with enterprise-scale digital platforms and leverage productivity and analysis tools such as (JIRA, Confluence, Google Analytics, MS Teams, and Markup.io). Collaborate with the team, project managers, and the content lead.
- Utilize agile methodologies for iterative delivery.

**SENIOR UX/VISUAL DESIGNER** | 11/2022 - 05/2023

**Seagate Technology - Fremont, California**

- Collaborate with stakeholders to understand their design requirements and deliver innovative solutions that align with Seagate Branding guidelines.
- I create and illustrate an engaging design for various marketing collateral, including brochures, flyers, posters, email marketing and social media graphics
- I developed and executed website design concepts, ensuring a user-friendly and visually interface.

- Collaborate with the project managers and stakeholders to develop and illustrate visual concepts for brand campaigns.
- Collaborate with the User Experience Architect and Brand Creative Director to sketch and iterate on the product's new and complex user interactions.
- I manage to identify and evaluate potential opportunities to improve existing web apps, mobile and interactive designs of the product campaign before presenting to the Seagate stakeholder.
- I created and manage corporate and product presentations requested by the project managers to be presented in CEO and stakeholders.
- I handle the overall end-to-end user experience showcasing the overall user experience and consistency across an entire product and applying the specific UI features to the layout.
- I manage and develop detailed wireframes, user flows, mockups, and other product deliverables to effectively communicate designs and product requirements.
- Collaborate with Seagate Stakeholders, content creators, and copywriters to develop inspiring concepts and finished solutions that align with our brand vision and build upon our brand stories
- Create and manage visuals for creative campaign assets, product launch materials, web design, UX elements, and other internal corporate and external marketing projects assigned to our innovative internal team
- Manage design and brand consistency across all projects and channels, including collaboration with stakeholders and partners as needed
- Assists the Creative Director in creating a pleasant and appealing visual artwork from the approved wireframe landing page based on the sitemap structure of the Amazon Brand Store
- Manage and apply the materials' image assets from the library and organization of the brand portal, website, or other channels as needed
- Present and communicate the creative vision and business strategy behind concepts coherent, confidently, and inspiringly
- Design user-centered interaction models, wireframes, or screen mockups and apply the design using the existing components from the library in Adobe XD
- Handle and work within brand guidelines to create layouts that reinforce a brand's voice through its visual touchpoints
- Design logos, icons, and infographics
- Create and organize production assets and ensure assets are consistent and compatible across various devices
- Use source images (stock photos and video footage) and work with a component library
- Handling multiple projects while effectively managing timelines and expectations
- I am assisting the marketing in creating an excellent and appealing PowerPoint presentation for internal Seagate

## **SENIOR UI/UX DESIGNER | 09/2018 - 11/2022**

### **Worldwide Sourcing Group - Los Angeles, California**

- I create and deliver the concept on all the website design of the company by doing a sample sketch, making a storyboard, sitemap, wireframes, flowcharts, prototypes, and mockup presentation, and submitting it to the client for approval.
- Application of knowledge of business and industry to create the vision for brands across collections, projects, programs, products, and channels
- I collaborate with the marketing team to develop visual concept for brand campaigns.
- I illustrate and produce marketing materials such as banners, advertisements, email marketing, flyers, posters, social media management and packaging designs.
- Manage and support the Marketing Team with marketing collateral needs across all departments that work with the Marketing Manager to create email templates and newsletters when required
- Application of design standards to collateral projects (sell sheets, brochures, media materials, presentations, and infographics) and ensure that all the designs meet the company's standards
- I manage and execute project tasks accurately within the specified deadline
- Manage product shoots, photo editing, and their application to e-commerce websites
- Designed and produce responsive websites, e-commerce design & development (frontend & backend) using WordPress advanced tool, theme, and plug-in
- Collaboration with the writers on online companion resources

- Handle, maintain & update all groups of the company's websites
- Design, create, and optimize graphics content for social media, online ads, and website use
- Manage and handle SEO, Google Analytics, and search the right keywords using Google AdWords and Social Media
- Manage Concept & design TVC, raw footage, and company corporate video editing
- Monitoring, analyzing and presenting monthly reports for operating company SEO and Social Media Management Online platforms
- Creation of concepts and designs and overseeing the production of highly complex and integrated visual/technical solutions
- Design for digital elements, including video editing and gif creation.

#### **SENIOR UI/UX DESIGNER | 05/2018 - 08/2018**

##### **Tectron International - Vernon, California**

- Manage and design new packaging, revise legacy packaging, and label graphics
- Coordination of labeling and packaging from initiation through concept completion
- Prepare and finalize pre-press files and guidance for print vendors
- Manage final printing specifications and their submission to the marketing department for proof checking before sending it for production
- I handle the up-to-date collections with branding guides and ensure that all branding ties follow guidelines
- I manage research packaging and the application of design trends for the project
- Monitor the shipment product's arrival samples for the product shoot and ensure that all the new product items are published on the website
- I manage website design and development and update all product content details according to the book inventory software
- Managed SEO and Social Media for the company
- Identification of powerful keywords to drive the most valuable traffic
- Manage and file all the product content with effective keywords on the website
- Write effective SEO content for websites and social media accounts
- Manage daily posts on all social network channels of the company
- Manage online directory submission of the company's website's U.R.L on various business directories or web directories to create backlinks to improve page ranking
- Create, design, and manage campaigns using e-mail blasts to all customers and updating the arrival of new products and any upcoming activities within the company
- Create vector illustration keychain characters

#### **GRAPHIC / INTERACTIVE DESIGNER | FREELANCE | 03/2018 - 05/2018**

##### **Universal Promote - Los Angeles, California**

- Creation & management of social media optimization & custom website/development for a realtor
- Create a custom video banner with embedded "call-to-action," video listing for recently sold and open house announcements & unlimited high-Resolution digital flyers/e-Flyers for your current, recently sold, and open house announcements
- Managed and branded FB Page Design and custom logo for realtors
- Create interactive video graphic animation and corporate video for clients
- Create print brochures, catalogs & posters for clients
- Create & design product packaging for final output ready for printing.

#### **DIGITAL CREATIVE DIRECTOR / PARTNER | 01/2017 - 09/2017**

##### **RAC Advertising & Digital Media – Dubai, UAE**

- Manage the creative process from concept to completion
- Managed, led, and directed the creative team in producing all marketing collateral
- Leading brainstorming/creative sessions to generate ideas and ensure that visual communication & brand standards
- Responsible for all aspects of the creative product, from copy & art to interactive media & innovation

- Work closely with our Brand & Insights team to solve marketing problems through innovative and strategically crafted work
- Production and development of responsive Website & E-Commerce (frontend & backend) using WordPress advanced tool, theme, and plug-in
- Ensure high performance and availability, and manage all technical aspects of the CMS
- Established and build the website's architectural structure
- SEO and Social Media Management
- Manage multiple projects from conception to completion by deadlines
- Deliver work that is mind-blowing and consistently on time, and profitable
- Design high-fidelity mock-ups for mobile and web user interfaces
- Deliver assets and style guides of the mobile app concept/design for development
- Create the best prototypes for related mobile application features
- Supervised the concept & design of a mobile app to make certain features are applied
- Create concepts for advertising or promotional campaigns
- I collaborate with clients to amend ideas per their wishes and explain what is and is not possible
- Handle & manage retailers such as Motorworks and Beside Group (Brands: Carhartt, Diesel, Fred Perry, and Pinko)
- Scotch & Soda & Jigsaw), ensuring a great and satisfying concept is delivered
- Improve the Creative department's understanding of digital aesthetics, perspectives, and solutions through guidance and training.

**DIGITAL ART DIRECTOR** | 01/2015 - 01/2017

**TAO Designs LLC – Dubai, UAE**

- I assist in developing and refining uniform graphics standards and visual brand strategies for the team (interior designers and architects)
- Develop creative programs and design concepts that meet the organization's business objectives and advance our brand strategy
- Develop identity and collateral for brand-expanding initiatives
- Working with the interior designers, architects & engineers to develop concepts and present them to the management
- Provision of quality control over concepts and projects
- Play a vital role in refining and defining the company's evolving brand identity
- Produce and create responsive Website & E-Commerce (frontend & backend) using WordPress advanced tool, theme, and plug-in
- Generate storyboards and prototypes that outline interaction, animation, and motion graphics
- Create initial concepts, functional design solutions, site wireframes, mood boards, and interface demos
- Create and optimize our web project management, hitting all deadlines and improving efficiency while maintaining the highest standards of quality web development
- Concept and execute sitemaps and wireframes that clearly define the architecture and functionality of the site
- Handle and manage all inbound digital marketing programs, including SEO, SEM, Display/Retargeting, Video Advertising, and Conversion Optimization
- Manage creative concept & TVC design, raw footage, and corporate video editing
- Production of high-quality photographic images using a high-end professional camera for all the interior and exterior projects of the company
- Utilize computer-imaging software to process photographs and ensure that the final images are imported, organized, cataloged, and exported into a shared environment
- Manage accurate color correction on images under defined and standardized conditions—ability to perform all postproduction editing on photos.

**DIGITAL ART DIRECTOR** | 01/2013 - 01/2015

**AMC Advertising Marketing & Consultants - JBC-2, Dubai - UAE**

- Responsible for the design and execution of web content and campaigns
- It may include typography, logo and icon design, home pages, interactive components, UX, banners, product landing pages, emails, online marketing, video integration, and site enhancements

- I drafted briefs and created presentations to communicate a project's vision to clients and staff
- Create a presentation, defending and advocating for design concepts with the Creative Director
- Develop identity and collateral for brand-expanding initiatives
- Collaborate and coordinate with internal clients, graphic designers, copywriters, developers/programmers, and outside vendors to ensure the success of the visual brand message and the technical and performance specifications for a customer-friendly user experience
- Manage workflow and project timelines using Asana project management tools for web design projects
- Manage to work on websites with the knowledge of HTML, CSS & responsive WordPress themes, and plugins
- Concept and execute sitemaps and wireframes that clearly define the architecture and functionality of the site
- I develop social media strategies and execute them accordingly
- Manage and configure the installation of the Facebook App photo contest
- Prepare and deliver monthly Social Media Management & SEO reports for internal operating company clients
- Monitoring, analyzing, and presenting monthly reports for operating company SEO, Social Media Management, and Online platforms
- Reputation for Monitoring & Google Analytics / Keywords Proven ability to combine conceptual
- Manage SEO content strategy to increase traffic and conversion
- I prepare a storyboard plan, concept, and layout for a motion graphics project
- Create and deliver motion graphics in various media, including web, mobile, etc
- Manage and handle TVC, editing raw footage and company corporate video
- Create and manage 3D exhibition stand & branding layout for client presentation
- Experience in photography management.

#### **SR WEB GRAPHIC DESIGNER | 07/2010 - 12/2013**

##### **WSI Netpower – Dubai, UAE**

- Translation of a client's marketing or informational content into a functional website
- Mapping or outlining a website's structural content
- I create or edit images and graphics for website use
- Create templates of approved website layout, Coding website using HTML
- Coordinate with programmers for specialized scripts
- Create verbal content for the website or use approved content from the client
- Integrate verbal content with site design for the final product
- Posting completed site to internet server using FTP software
- I make changes to the site as directed by the client
- I submit and complete the site to search engines
- Knowledge of flash animations using scripted effects
- I design, create, and provide media content for mobile platforms given specific directions within datelines
- I design and manage online applications, mobile apps, user interfaces (UI), and websites
- I am creating a clean, crisp, modern design while understanding current usability and design trends
- Creating a comprehensive social media strategy to define programs that use social media marketing techniques to
- Increase visibility, membership, and traffic across all XYZ brands
- Implementation and management of social media programs
- Monitoring trends in social media tools, trends, and applications
- Measure the impact of social media on the overall marketing efforts
- Produce dynamic multi-media presentations and supporting print materials for client meetings and new business proposals
- Prepare designs for print, exhibit graphics, or environmental graphics
- I provide a storyboard for approval for corporate video projects and proceed to the actual video production.

#### **SENIOR GRAPHIC DESIGNER | 06/2009 - 07/2010**

##### **Leptis General Trading – Dubai, UAE**

- Concepts, Layout & Designs of all Airlines (Commercial/Private) in-flight products from A-Z
- Meet with clients and account managers to discuss the business objectives and requirements of the job

- Able to work in our expanding communications team, managing projects within stipulated deadlines and producing compelling, photorealistic 3D renderings, animation, and photo composites for our client's satisfaction
- I interpret the client's business needs and develop a concept to suit their purpose
- Estimate the time required to complete the work and provide quotes for clients
- Draft the design briefs by gathering information and data through research to produce new creative ideas and concepts
- Handle and manage designs to present finalized ideas and concepts to clients or account managers, proofread to produce accurate and high-quality work, and brainstorm and contribute ideas and design artwork to the overall brief
- Supervise and create interactive websites using different media software from scratch to final
- Develop creative ideas and concepts, choosing the appropriate media and style to meet the client's objectives.

#### **SR GRAPHIC DESIGNER | 06/2008 - 06/2009**

##### **Promofix Advertising - Media City, Dubai - UAE**

- Manage and supervise the production design solutions to communicate the client's needs with a high visual impact
- Handle graphic design solutions required for various products and activities, such as websites, advertising collateral, magazines, brochures, annual reports, posters, flyers, product packaging, exhibition displays, corporate identity, and large formatting design
- Work in line with the brief that agrees with the client's ideas and develop new concepts and creative styles to meet the client's objective
- I supervise the work distribution timeframe for the designers to meet their deadlines
- Develop creative conceptualization and artistic ability in the field of design
- Maintain and create the company's marketing materials
- Refine and improve the production system to develop quality products for the clients
- Build & working with outsourcing suppliers as needed to accomplish and complete projects
- Managing communication flows to/from clients
- Supervising and handling the website development and design strategy session participation and coordination, minute taking for production meetings
- I meet with clients or account managers to discuss the business objective and requirements of the job
- Manage a brief and brainstorm to produce new creative ideas and concepts.

#### **GRAPHIC DESIGNER | 03/2008 - 06/2008**

##### **Giff Palace LLC – Dubai, UAE**

- I conceptualize designs and layouts of a complete set of gift items with packaging
- I am handling and designing fixtures and modules standee of a product
- I supervise the installation of the modules from the store
- Handling and Conceptualization of all indoor & outdoor printing & packaging materials
- I create a flash presentation of all gift items proposal to the client.

#### **ART DIRECTOR | 03/2007 - 03/2008**

##### **Artmark Advertising – Dubai, UAE**

- I led, managing & directing the day-to-day operations of the design production team with responsibility for key performance goals and measurements
- Prioritizing incoming work against strategic and tactical goals
- Provide hands-on design for high-profile, revenue-critical projects
- Manage the effectiveness of the design and design production group through good organization and resource planning
- Develop design standards, guidelines, and best practices
- Identify and execute dynamic new concepts, formats, and designs
- Lead and advise on new technology trends
- Support and adhere to branding guidelines and initiatives
- Participate in planning marketing services, budgets, spending, and cost containment
- I handle and manage the on-time delivery of design projects.

**ART DIRECTOR / FASHION DESIGNER** | 07/2002 - 12/2007

**Wolper Garment & Manufacturing Corp. - Manila, Philippines**

- Create a visual idea and produce a design by hand or computer-aided design
- Keep up to date with emerging fashion trends and general trends relating to fabrics, colors, and shapes
- Planning and developing ranges
- Understand design from a technical perspective, i.e., producing design patterns and technical specifications
- Sourcing, selecting, buying fabrics, and incorporating the idea into the design
- Adapt existing designs for mass production
- Handle and maintain the new concepts of the store Interiors and displays
- Handling branded teens shirts' design collections in a fashionable wear outlook
- Manage and handle all indoor advertising materials such as posters, fliers, photographic banners, print ads, mailers, press releases, shopping bag designs, etc
- Work with others in the design team, such as buyers and forecasters, to develop products to meet a brief.

**SENIOR VISUAL ARTIST** | 03/1995 - 06/2002

**Giordano - Manila, Philippines**

- Handle and conceptualize GIORDANO PHIL
- Window display as well as an interior show (Adult and Kids)
- Install Giordano window display store in region stores
- Design of outdoor & indoor printing materials such as Billboard, Front-lit & Backlit, Posters, Flyers, Hang Tags, and Print Ads
- Handle & coordinate with printing suppliers
- Handle & supervising all advertising materials in one (1) campaign.

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## Education and Training

**BACHELOR OF FINE ARTS** | ADVERTISING, 03/1996

**Far Eastern University - Manila**

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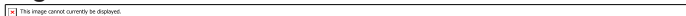
## Accomplishments

- PHP / MySql / Java Script
- Web Page Design and Development
- 3D Studio Max - 2014 (Advance Level)

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## Languages

**English:**

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Full Professional

**Tagalog:**

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Native/ Bilingual

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## Websites, Portfolios, Profiles

- <https://agcgdigitalmarketing.com/portfolio/>
- <https://www.linkedin.com/in/allan-grijaldo/>

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## Certifications

- PHP / MySQL / Javascript
- Web Page and Development



- 3D Studio Max - Advance Level