

# LEA CABALLERO

UX/UI + VISUAL DESIGNER

me@leacaballero.com

leacaballero.com

I design, develop and market products.

## SKILLS



## WORK HISTORY

WEB DESIGNER  
Jersey City, NJ  
02.16 - 09.16



### JACKSON HEWITT

Worked with the marketing director to design and develop specialty-landing pages and banner ads for tax season promotions. Performed routine updates and overall maintenance of website via the Ektron platform. Ensured accuracy of website content by thoroughly editing and cross-checking. Prioritized and fixed site-related design problems and provided guidance to best web practices, web layouts and design. Assisted development team and UX manager with migration of flagship website to a new server. Produced web pages via HTML/CSS utilizing the Bootstrap framework. Responsible for quality assurance of finished pages. Ensured consistent page appearance/behavior across multiple browsers and mobile devices.

INDEPENDENT CONTRACTOR  
Newark, NJ  
02.99 - Present

### LEACABALLERO.COM

Retained by diverse industry clients to create custom websites, graphic layout of content, corporate identities and marketing materials. Incorporate interactive elements and eCommerce applications. Worked closely with senior executives to conceptualize, design, and launch internet sites according to specifications.

#### Sample Projects

**Jaro Inc** – Worked with the Jaro video streaming service team to develop their imagery for use in acquiring venture capital funding. Collaborated with client to establish the corporate brand. Delivered high quality design docs: sitemap, user flows and mockups, plus produced hi-fidelity wireframes using Sketch. Created strong design concepts and developed design layouts for pivotal pages. Ensured mockups met both visual and textual branding standards.

**3am** - Developed eCommerce website that successfully retails more than 300 products utilizing the WordPress platform along with WooCommerce software and extensions. Created all branding and marketing materials. Performed extensive performance metrics analysis, including click through rates, conversion rates, bounce rates, Google ranking, unique monthly visitors and identify critical work processes and customer requirements. Created and implemented marketing and sales strategies while tracking progress, utilizing all high-profile social media outlets, SEO/PPC, article distribution, directory listings, blog postings, merchant advertising, and e-mail ad campaigns.

**Newark in Transition** - Created layout as well as color scheme for the City of Newark’s (NJ) Mayor Cory Booker and his transitional team. The website depicts the new mayor’s transition into office and also entails his plans for the betterment of Newark’s residents.

The challenge herein lied with having every resident being able to relate to his message and essentially seeing some part of themselves in the site.

**Rutgers University Global Programs** - Refined existing mockups based on GUI specs accomplishing client's objectives to provide information with enhanced user functionality similar to a web portal. Established site map and navigation. Also aggregated link content and performed content audit.

**Creative Circle/Endava** – Worked on agency assigned UX/UI projects related to the pharmaceutical, financial and real estate fields; including Coldwell Banker, Astra Zeneca and Asurion.

SENIOR VISUAL DESIGNER  
New Providence, NJ  
01.11 – 05.12



## LEXISNEXIS | LAWYERS.COM

User experience designer relegated to creating visual concepts for LN's online products - including Lawyers.com, Attorneys.com and Martindale.com. Collaborated with product designers and product managers to generate wireframes/LO-FI mockups, flows, navigation maps, prototypes and site audits where necessary. Involved in user testing; garnering feedback in order to improve the overall customer experience through visuals and usability. Spearheaded and executed overall rebranding of the company's cornerstone product, Lawyers.com, based on new brand guidelines. Also, produced graphics and layout for the mobile version of the website. Played a key role in the planning, production and design of the UX team's first iPad application. Worked extensively on the interface designs, workflow and functionality aspects of the app using knowledge of mobile best practices, including the Apple Human Interface Guidelines.

SENIOR WEB DESIGNER  
New Providence, NJ  
02.07 – 12.10



## LEXISNEXIS | MARTINDALE-HUBBELL

Responsible for handling up to 25 website projects at any given time totaling in value of approximately \$260,000. Design new websites from concept to production for attorneys and law firms. Define and achieve client needs through one-on-one sessions and ongoing communication. Provide project leadership to four employees for website production, copywriting, client/project team coordination and quality assurance. Analyze and communicate client's business requirements to ensure accurate and timely implementation and to ensure delivery of the ideal website solution. Assist and advise technical staff on HTML and CSS build issues. Specially chosen to handle certain high-end clients, one valued at \$240,000, which was successfully delivered on time and to client satisfaction. Created department logo derived from the original company's logo. Also designed and assisted in developing a new creative brief based on research performed.

CREATIVE MANAGER  
Union, NJ  
10.03 – 02.07



## SIGMA TECHNOLOGIES

Consulted with senior management in setting strategies and direction for a variety of corporate clients and government agencies. Executed projects as well as created marketing concepts and plans for in-house software products and global ventures. Conducted market research that captured data on target market demographics, competitor initiatives, and industry trends. Research was used to develop sales strategies and marketing campaigns. Oversaw and constructed all graphic related projects, which include, but not limited to, corporate identities, flash presentations, product packaging and websites. Solely responsible for updating and maintaining the City of Newark's (NJ) official internet/intranet sites via Ektron; created graphics for WebWatch (weekly featured stories pertaining to Newark). Also challenged with developing a new design and layout for the aforementioned site, based on content survey and client needs. Assisted in developing GUI and navigation systems for proposed software products. Created all company's design materials: website, business card, letterhead, proposal covers, employee manual, etc. Used the online project management tool AutoTask™ to keep track of ongoing projects.

INSTRUCTOR  
Newark, NJ  
Spring 2005

## URBAN LEAGUE OF ESSEX COUNTY

Provide sixth to eighth graders with learning experiences that promote their creative abilities. Create and implement lesson plans based on the principles of Web and Graphic Design.