

# lea caballero™

CREATIVE DESIGN STRATEGIST



me@leacaballero.com



leacaballero.com



1.908.419.1072



Newark, NJ

## CORE CAPABILITIES

- UI/UX Design - Desktop + Mobile
- Wireframing (Sketch + Figma)
- HTML/CSS
- Wordpress CMS
- eCommerce
- Brand Development
- Graphic Design
- Illustration
- Social Media Marketing
- Project Management
- Google Analytics
- MidJourney AI

## WORK HISTORY

### Independent Contractor

Newark, NJ • 2000 – Present

Worked on agency assigned UX/UI projects related to the pharmaceutical, financial and real estate fields; including Coldwell Banker, Astra Zeneca and Asurion. Retained by diverse industry clients to create custom websites, graphic layout of content, corporate identities and marketing materials. Worked closely with senior executives to conceptualize, design, develop and launch websites according to specifications. Delivered high quality design docs: sitemap, user flows and mockups, plus produced hi-fidelity wireframes using Sketch. Developed eCommerce websites utilizing the WordPress platform along with WooCommerce software and extensions. Clients include Howard University, Rutgers University and Senator Cory Booker.

### City Of Newark | Municipal Council

Senior Legislative Aide • Newark, NJ • 2017 – 2018

Serve as point of contact for South Ward Councilman's constituents, colleagues and media. Assist with the daily operations of the legislative office by scheduling events, functions and meetings. Maintain office calendar by coordinating district events and activities. Conducted, attended and made presentations at meetings on behalf of the Councilman. Manage email list of constituents - aggregating content (news, community programs, etc.) for weekly newsletters. Develop and maintain Councilman's informational website. Prepare related memoranda for the Councilman, responses for constituents and resolutions. Provide support to legislators and their staff in several areas. Attentively responded to, documented and implemented on-going communications with residents, as well as assisting them with housing, quality of life matters and a broad array of issues. Addressed concerns of constituents and directed them to appropriate personnel. Assist with research and analysis including public relations communication.

### Bare Necessities

Digital Art Director • Edison, NJ • 2016 – 2017

Provide UI/UX design direction and solutions for major brand relaunch. Researched, strategized and collaborated with the creative, business and development teams to establish a clear design vision/standards, that would reinforce the brand across all elements of the company - mobile, web, email and print. Adapted responsive eCommerce experiences for desktop, mobile and tablet devices through business requirements, rapid iteration and feedback. Responsible for creating Sketch wireframes and visual mockups. Worked with the development team to correct any UI problems or HTML/CSS related issues. Produced style guides and specifications to facilitate development of current and future versions of website. Worked with 3rd-party company to evaluate and leverage usability testing to optimize the customers' overall experience. Designed icons for use within website. Rebranded business cards, letterhead, envelopes and evergreen assets. Also responsible for conceptualizing and designing graphics for marketing campaigns for web and email.

## **Jackson Hewitt**

Web Designer • Jersey City, NJ • 2016

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.

## **LexisNexis | Lawyers.com**

Senior Visual Designer • New Providence, NJ • 2011 – 2012

User experience designer relegated to creating visual concepts for LexisNexis' 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.

## **LexisNexis | Martindale-Hubbell**

Senior Website Designer • New Providence, NJ • 2007 – 2010

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.

## **Sigma Technologies**

Creative Manager • Union, NJ • 2004 – 2007

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.