

Gerald Cadena

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Web Designer seeking new challenges with an innovative team of talented & creative web professionals.

OBJECTIVE

Robert Wood Johnson Medical School (UMDNJ) Web Designer <i>Piscataway, NJ</i>	December 2008 present	EXPERIENCE
Lead designer for all internal web applications used by current medical students, university faculty and staff. Responsibilities include defining UX, IA and branding for all in-house projects.		
ClassesUSA.com Web Designer <i>New York, NY</i>	January 2007 October 2008	
Member of the team responsible for the complete overhaul of the ClassesUSA website, Directory and Campus products. Involved in A/B testing of lead generation platforms, which resulted in conversion lifts ranging from 10%-25% to both the Shared and Directory products. Also responsible for the design, development and deployment of weekly targeted email campaigns.		
WedAlert.com Art Director <i>Hackensack, NJ</i>	October 2004 January 2007	
Managed the design and front-end development for all incoming projects from inception to completion. Projects included websites, banner advertisements, print advertisements, email newsletters, and Flash animations.		
Freelance Web Designer Clients include: Salsa Storm, The Samuel Dalembert Foundation, Synergy Printing & Graphics, and Vintage Imports	May 2003 present	
Conceptualize and create web & print layouts that favorably market the client's identity, products and services.		
The Office Copy Consultant <i>North Bergen, NJ</i>	November 2002 May 2004	
Contributed in the development of creative art materials and print work using Quark, Illustrator & Photoshop. Aided in the completion and quality control of high-end print materials.		

Photoshop, Dreamweaver, Illustrator, Flash, Quark X-press	Programs	SKILLS
HTML, CSS, JavaScript, jQuery, Web Standards	Languages	
Mac OS X, Windows, Ubuntu	Platforms	

Seton Hall University B.S. in Sport Management South Orange, NJ	May 2001	EDUCATION
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