



Christi Yarema

WEB DEVELOPER & DESIGNER

PROFILE

Energetic Front-End Web Developer and Graphic Designer with over 15 years of experience creating and maintaining functional, attractive designs and responsive websites for over 150 companies. Clear understanding of modern technologies and best design practices, with a proven track record of raising UX scores and customer retention.

WORK EXPERIENCE

WEB DEVELOPER & DESIGNER

Design the Planet | 2012 - 2019

- Design and develop CUSTOM WordPress themes.
- Troubleshoot and resolve website issues.
- Strategize marketing campaigns for social media, email marketing and PPC.
- Full project management and delivery, including client interaction, development of scope and fee based on clients needs.
- Develop future work with existing clients through client satisfaction with end product and project delivery.
- Market and develop business with new clients.
- Update, maintain and provide on-going support for multiple client websites and shopping carts.
- Design and develop email marketing campaigns.
- Create automated drip marketing campaigns.
- Design online and print marketing materials.
- Mentor and develop creative and technical proficiency with interns and employees.

GRAPHIC DESIGNER & WEB DEVELOPER

FSC Interactive (freelance) | 2011 - 2015

- Designed and developed email marketing campaigns.
- Designed client websites, including Morris Bart, The King Cake King and Secret Chaperone.
- Redesigned the FSC website.
- Developed custom Facebook tab designs for major New Orleans brands including Hotel Monteleone, Entergy, New Orleans CVB, and Mardi Gras World.
- Troubleshoot and resolved WordPress theme issues.

SKILLS AND EXPERTISE

- HTML/CSS/JS
- Web/Mobile Design
- WordPress
- Bootstrap
- UI/UX
- Drip Marketing
- Web Usability
- Wireframing
- SEO
- Strategy
- Leadership
- Photoshop
- Illustrator
- InDesign
- XD
- Acrobat
- MS Office
- ShapSpring
- Print Production
- Art Direction
- Email Design
- Email Coding

CONTACT ME

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REFERENCES

Available Upon Request

WORK EXPERIENCE (CONTINUED)

SENIOR GRAPHIC DESIGNER

Levenger | 2004 - 2010

- Conceptual development and the hands-on execution of catalog production.
- Worked directly with copywriters to ensure accuracy and consistency of the Levenger brand voice.
- Art directed product photography for packaging and catalog.
- Designed brochures, store signage, marketing presentations, packaging and products.
- Developed static and flash animated web banners.
- Responsible for ensuring and maintaining schedule, quality, speed and accuracy in delivering and completing projects, while working under extreme pressure, condensed schedule with hard deadlines.

GRAPHIC DESIGNER

Decolav | 2006 - 2007

- Conceptualized and designed product catalogs, price books, brochures, flyers, in-store signage and magazine ads.
- Designed sales and marketing presentations with high-quality creative solutions for clients, including Home Depot and Lowe's.
- Developed multilingual artwork and installation instructions.
- Provided post processing of sample photos.
- Retouched incorrect product sample photos to match the final product design for print.

EDUCATION

UNIVERSITY OF DENVER

Master of Science | 2009 - 2012

Web Development

UNIVERSITY OF CENTRAL FLORIDA

Bachelor of Fine Arts | 2001 - 2004

Graphic Design

HOBBIES & LIKES

- Costuming
- Crafting
- Dancing
- The Saints
- Beer, Wine & Margaritas
- Brunch
- Watching bad (great) TV
- Romantic comedies
- Eating other people's cooking
- Traveling
- Fishing
- Relaxing on the beach
- Scrolling on social media

CONTACT ME

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FREELANCE

RECENT CLIENTS

Crush Editorial

- Custom coding for new sections of the Tulane website
- Custom HTML email signatures for Tulane

InMotionNow

- Custom HTML email blast coding

Proactive IT Concepts

- Logo Design
- Brand Collateral
- Custom WordPress design & development

The Truest Aventure

- Custom WordPress design & development

FSC Interactive

- Custom WordPress development

Momentum Contracting

- Logo Design
- Brand Collateral

PAST CLIENTS

- Artcetera
- Axiom Global Properties
- Bergeron Woodworks
- Datescreen Certified
- Elliptical Hosting
- FSC Interactive
- Guascor
- HIRAM Investments
- Jazzy Promotionals
- JT Motorsports
- Levenger
- Madeline & Associates
- Michelle Myer Bennett
- NOLA Brewery
- Not a Catfish
- Play Action Shots
- Rampant Leon Financial
- Seneca Moss Reynolds
- Small Change Finery
- Stop Yourself
- Talent Navigators

RECENT WEBSITES

LSU Dept. of Orthopaedics*

medschool.lsuhschool.edu/ortho

Mason's Grill*

masongrill.com

Proactive IT Concepts

proactiveitc.com

George Rodrigue*

georgerodrigue.com

Alabama Shipyard

alabamashipyard.com

WEBSITES

**BELOW IS A LIST OF WEBSITES I'VE BUILT OVER THE LAST FEW YEARS.
IT'S MEANT TO IMPRESS YOU!**

- 24jdc.us*
- alserviceinc.com*
- acadialandsurveying.com*
- alabamashipyard.com
- alcopelandfoundation.org*
- antaresnet.com*
- apartmenthomesbytonti.com*
- archbishopshaw.org*
- baxterwoodman.com*
- bergeronwoodworks.net
- blog.mignonfaget.com*
- brandconstructors.com*
- bridgetdicello.com*
- brothermartin.com*
- caimon.com*
- carriere-stumm.com*
- carubbaengineering.com*
- cdrsoftware.com*
- centraldispatchinc.net*
- chipforstall.com*
- clementbc.com*
- colorsmith.us*
- crescentcityjewishnews.com*
- crescentriverpilotsfoundation.org*
- ctl-inc.com*
- cupcakewire.com*
- daiquirisandcompany.com*
- designtheplanet.com*
- downtownattoosnola.com*
- duplantisdesigngroup.com*
- ergenterprises.net*
- folsfinancial.com*
- frankscurllockformayor.com*
- fullmotionproduction.com*
- georgerodrigue.com*
- gibbgroup.org*
- gibsongroupnola.com*
- glennadaulton.com*
- go-parking.com*
- graceandassociates.com*
- grandmothersbuttons.com*
- growlouisianacoalition.com*
- guascor.com
- handsurgical.com*
- harbortowingllc.com*
- helicalpileassociation.com*
- husbandsforhireconstructions.com*
- ianalytics.com*
- iasolutions.com*
- jeffersondoor.com*
- jeffersontriallawyers.com*
- jesterstickets.com*
- jpclerkofcourt.us*
- judyfilipich.com*
- kassbrothersinc.com*
- kaufmanlynn.com*
- kostmayer.com*
- lacourtreporterboard.org*
- lakesideshopping.com*
- lamppool.com*
- lancenicoll.com*
- landisllc.com*
- larryschedler.com*
- lcraboard.org*
- lightingneworleans.com*
- logicarb.com*
- louisianahyperloop.com*
- lsbpne.com*
- lsuhealthfoundation.org*
- ltag.com*
- macbuild.com*
- maddcaz.com*
- madeleineevents.com
- mardigrasspiritevents.com*
- masonsgrill.com*
- neworleansbio.com*
- neworleanscrew.org*
- neworleansglasscompany.com*
- neworleansmusicians.org*
- nolajesters.com*
- oldrailbrewing.com*
- omegahospital.com*
- palmtreeplayground.com*
- partyplanetxtreme.com*
- playactionshots.com
- portlite.com*
- posttraumainstitute.com*
- proactiveitc.com
- pugliasnola.com*
- realprocity.com*
- reliabilitypoint.com*
- riverroadcoffees.com*
- safaricarwash.com*
- sigfredoconstruction.com*
- skinopolis.com*
- spicydarkcosmetics.com*
- stabilityfinancialllc.com*
- stopyourself.com
- storefloors.com*
- stratumengr.com*
- terrazzomasters.com*
- thebarleyoak.com*
- thetruestadventure.com
- tourascension.com*
- unofoundation.org*
- vistalandscapeingnola.com*
- waterbyawakening.com*
- wholesalesiding.com*
- williamstileandmarble.com*
- wpcno.org*
- z3constructionsolutions.com*

* Created at **DESIGN** 
the PLANET