



#103-10100 No.3 Road, Richmond, BC V7A 1G5

Home: 604-447-0293 Cel: 778-3162160 E-mail: design@thelmapalma.com

PORTFOLIO PUBLISHING <http://issuu.com/thelmapalma/docs>

PORTFOLIO WEB <http://thelmapalma.com>

JUNIOR GRAPHIC/WEB DESIGNER

.....
DATE

Jul 29, 2014

TO

I am very interested in at the position of Junior Graphic/web Designer. I have been working for several years as a graphic designer with marketing experience, and now in Canada as a web designer. I'm confident that my experience and training would be a big asset to your organization and for me the career dream contribute to one of the Canada's largest distributors and retailers of beverage alcohol.

I have never stop learning and challenge me for meet my new goals, and actually I am enrolled in the part time program "Marketing Communications Associate Certificate" At BCIT.

key qualifications I'll bring to the Junior Graphic/web Designer are :

- Extensive years experience on web and digital media and marketing analysis.
- Expert knowledge of InDesign, Illustrator, Photoshop, Drupal and Wordpress.
- Design of flyers, banners, trade show items, magazine ads, PowerPoint presentations, publishing, annual report.
- SEO and marketing tools, Google analytics, Google developers, AdWords, Bing, Yahoo.
- Knowledge of marketing using Social Media tools and where to use each one.
- Identify and recommend marketing strategies for online, mobile and social mediums that achieve marketing, communications goals and maximize exposure.
- A keen eye for good design and typefaces.
- Responsible, reliable, organized, adaptable to a frequently changing issues and priorities with efficiency.
- Able to multitask in a fast pace environment with attention to detail.
- Team player able to work independently.
- Experience in maintaining records, reports and filing system related to clients.
- Make reports and presentations.
- Excellent written and verbal communication skills with ability to type 45 wpm.
- Analyze and identify trends for improve sites usability and facilitate advertising sales.

ONLINE RESUME

<http://thelmapalma.com/resume>

Web Content Strategy and Development:

- Attend client enquires and developing a plan according to the client's needs.
- Plan and meet with clients in person, by phone, Skype, and email.
- Coordinate the process and steps for design either a website or a design campaign.
- Organize and gather information from the client to develop the site according to meets the client's expectation.
- Send and receive estimates and payments.
- Paid and install software, themes, plugins, mobile applications for sites and follow the support available for each one.
- Create digital mock-up in Photoshop.
- Website maintenance and updates.
- Drupal Themer experience.

Please find attached my resume detailing my academic knowledge and technical skills. I'm looking forward to hearing from you.

Best Regards,

Thelma Palma

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TEL: 604-447-0293



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PROFILE

Highly creative and multi talented Graphic and Web Designer with extensive experience in multimedia, marketing and print design. Exceptional collaborative and interpersonal skills: dynamic team player with well developed written and verbal communication abilities. Highly skilled in client and vendor relations and negotiation skills. Passionate and inventive creator of innovative marketing strategies and campaigns: accustomed to performing in deadline driven environments with an emphasis on working within budget requirements. Strong skills in managing the overall project that include attention to detail, problem solving and criteria for important decisions and best results under tight deadlines. Bilingual in Spanish and English..

TECHNICAL SKILLS

XHTML/CSS
HTML5/CSS3
Dreamweaver
Photoshop

Illustrator
InDesign
Corel Draw
Publishing/ CMYK

Flash
PHP
Java Script
Final Cut Pro

JQuery
XML
CMS (Drupal/WordPress)

Email Newsletter
MAC/PC
Microsoft Office

SEO/Adwords
Web Usability

Akaraisin
.NET
Citrix
intelliNet
Filezilla (FTP)

NeatBeans 8.0
Github

TRAINING

BCIT – Advanced WordPress Development

SPRING/SUMMER 2014

This course build on students' existing web design experience to advance their skills in WordPress development. We learned how to apply complex site designs and how to develop custom Themes, plugins, e-commerce and apply them to a Wordpress site. <http://tpalma.htpwebdesign.ca/mindfull/>, <http://tpalma.htpwebdesign.ca/products/>

BCIT – SSD Web Designer, Vancouver, BC

GRADUATION DATE: JUNE 2012

A 10-month intensive and comprehensive introduction to Web site development. The program included project management skills to plan and prototype Web sites. Also introduced to commonly used web technologies, such as HTML -5, XHTML and CSS, web usability principles, and best practices for web graphic design. Topics also included designing an effective homepage, website navigation and layout, content organization, and internet architecture. http://portfolio.htp.bcit.ca/tpalma/portfolio_tp/index.html

SFU - Book Design Intensive. Summer Publishing Workshop.

JUNE 24-26 2011

Three days intensive project-based workshop hands-on lab work and critiques, that taught the fundamental practices and process that underline successful book design. Completed a book design project. http://issuu.com/thelmapalma/docs/local_heroes_cookbook

TECHNICAL PROJECTS

AUGUST 2011 - JUNE 2012

BCIT

Designed over 10 websites during the program that incorporated different technical specifications, HTML, HTML5, CSS3, PHP, JQuery, Java Script, Drupal, Wordpress

Client Relationship Management : Meetings face-to-face with clients to identify needs and requirements in order to create effective designs, in a team of 4 members.

Site Design : Researched similar websites, developed concepts, designed site map and wireframe.

Page Layout : Design Mock up. Sorted content into a well-presented layout that would appeal to target audience.

Site Coding : Created CSS / PHP / SEO.

Flash Animations : Timeline based flash animations with some action scripting.

Sample Sites Developed. Landing page <http://portfolio.htp.bcit.ca/tpalma/>

Mobile design : http://portfolio.htp.bcit.ca/tpalma/template_mobile/index.html



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RELATED EXPERIENCE

Kidney Foundation, Burnaby

SEPT 2013 - TO DATE

Internship as a Web Support Intern. Web design using Akaraisin, ASP.NET, BBNC-Blackbaud NetCommunity. Insert donations through Akaraisin. Upload logos, texts, design event page, and contribute with the slideshow in CSS3 for the Kidney Walk pages. <http://kidney.akaraisin.com/Common/Event/Home.aspx?seid=8233&mid=8>

Peace Geeks, Vancouver

NOV 2012 - FEB 2013

I worked as a volunteer Drupal Themer for the sexual harassment website for Egypt in a web developers team, <http://harassmap.org/en/>. I also participated one weekend in the Random Hacks of Kindness Vancouver <http://peacegeeks.org/rhok>

ISS of BC, Mentoring Connections, Vancouver

JUN 2011

Selected to design a cookbook for Mentoring Connection. Coordinated the planning, design and printing for 200 books for the mentor's gift under tight time, used as a recognition for the third anniversary of Mentoring Connection. http://issuu.com/thelmapalma/docs/cookbook_mentoring

Coast Mental Health, Vancouver

APRIL 2011

Responsible for design the new layout folder. http://issuu.com/thelmapalma/docs/coast_mental_folder/1

WORK HISTORY

GRAPHIC DESIGNER

1998 - 2009

Kompas | Guatemala

Graphic Design and Publishing company that offered the whole production, from planning to delivery.

Responsible for the design department of the company, developing the overall layout and production, prepare sketches, photographs or illustrations for design of magazines, newspapers, corporate reports, and corporate identity, managing the printing services and estimate overall cost. Prepare ads and marketing materials for final print in high resolutions, CMYK, tiff format and 300 dpi for pics.

Design of promotional displays, ad copy, brochures, design logos, banners, wide format, and signs.

Completed over \$100,000/year in sales and services on print and design projects. I also sub-contracted services, which allowed me to perform sales, estimating, project management and collections duties.

Grupo Integral | Guatemala

2000 - 2004

Three companies "Marketing, Communication, and Design" comprised Grupo Integral. This was a joint venture when I was running my own company. We were a successful group who attend clients that required the whole marketing process. I attended marketing meetings, involved in the decisions about marketing, communication and publicity plans. Full involved in the design process and presentations. Some of the clients were a political party, the marketing for a new city, and the a new drug for a Venezuelan's brand.



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

THE BOARD OF GOVERNORS AND THE PRESIDENT,
BY THE AUTHORITY VESTED IN THEM, CERTIFY THAT THE

Certificate of Technology

HAS BEEN AWARDED TO

Thelma Palma

WHO HAS COMPLETED THE REQUIREMENTS OF THE PRESCRIBED COURSE OF STUDY IN

*Software Systems Developer
Web Designer
With Distinction*



BURNABY, BRITISH COLUMBIA, APRIL 2012

D Wright

PRESIDENT

D Mackay

REGISTRAR