

# Elisa Adcock

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2323 Winthrop Drive • Dallas, Texas 75228 • 214.493.2733 • elisa@texrahdesigns.com

## Qualifications Summary

Creative, graphics professional with expertise in web development looking for career advancement along with the further expansion of graphic design and IT skills

## Experience

**Zales/Signet Jewelers | Irving, Texas**

**Web Graphic Designer**

May 2016 - Present

- Design & develop online brand creative pieces including landing pages, banners and emails
- Create and code display banner ads for partner websites
- Create comps for new and updated web pages for social and ecommerce partners
- Code creative for designated assets utilizing SAP Hybris Commerce

**Texrah Designs | Dallas/Frisco, Texas**

**Owner/Senior Graphic & Web Designer**

August 2005 - present

- Clients include City of Arlington, Dallas Friday Group, North Texas Crime Commission, *Modern Luxury Magazine*, San Diego Convention Center
- Design, develop and maintain client web sites from concept to implementation utilizing CSS, HTML, Java Script and Adobe Creative Suite 6
- Design web and printed-based logos and marketing materials for clients including e-newsletters, online ads, brochures, post cards, letterhead, flyers, promotional premiums and display boards
- Digitally develop and manipulate illustrations and photos for web and print

**Freeman | Dallas, Texas**

**Interactive Experience Designer (Contract)**

April 2015 - December 2015

- Develop interactive presentations using Intuiface
- Create wireframes and timelines of interactive experiences
- Troubleshoot design challenges
- Generate delivery directives for show site technicians

**L3 Communications | Greenville, Texas**

**Web Developer (Contract)**

May 2014 - November 2014

- Redesign and develop three divisional websites while strictly adhering to L3's UI design standards and specifications utilizing Dreamweaver
- Employ web technologies such as HTML, CSS, JQuery, JavaScript and PHP
- Proof and edit copy content and images for use on divisional websites
- Develop event pages, landing pages and web forms using Adobe Creative Suite - including Dreamweaver, PhotoShop and InDesign
- Coordinated with L3's headquarters to launch site from beta to finished product

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## Experience

**Canon USA | Irving, Texas**

**Web Developer (Contract)**

February - March 2007

- Redeveloped employee intranet using HTML and ASP while strictly adhering to Canon's UI design standards and specifications
- Coordinated with Canon headquarters to launch site from production
- Trained regional management on web maintenance and FTP protocol
- Worked within MS Office and Adobe Creative Suite to manipulate content

**Communities In Schools | Dallas, Texas**

**Associate Director of Development**

August 2004 - September 2005

- Generation and maintenance of html-based web site
- Created all marketing collateral for organization (brochures, quarterly newsletters, annual reports, fundraising packets, logo, invitations, programs) using Adobe Creative Suite
- Designed and secured billboard advertising
- Created Power Point presentations for \$1m+ foundation solicitations
- Researched, wrote and submitted foundation and corporate grants
- Coordinated special events, including the annual gala
- Secured corporate sponsorships and in-kind donations
- Launched direct mail campaigns

**Second Chance/STRIVE | San Diego, California**

**Micro-Enterprise Director/Graphic Designer**

August 2000 - March 2003

- Maintained organization's html-based web site
- Created all marketing materials for Agency - brochures, newsletters, annual reports, logo, print media, advertisements
- Organized fundraising and special events
- Headed business development for two Micro-Enterprise programs
- Generated 45% of annual Micro-Enterprise goal in one month
- Supervised up to 60 Micro-Enterprise employees
- Launched direct mail campaigns

## Education

**University of North Texas | Denton, Texas**

**Bachelor of Business Administration | Major: Marketing**

May 1997

## Software and Platforms

- Windows 10 and OSX
- Adobe Creative Cloud - PhotoShop, Illustrator, InDesign, Dreamweaver
- Microsoft Creative Cloud - Word, Excel, Power Point, Publisher, Outlook
- SAP Hybris ECommerce, HTML5, CSS3, Word Press, PHP, Joomla, Zen Cart, Camtasia, JIRA, GSI, FTP Client, Filezilla, Drop Box, Team Viewer, Join Me, Chrome Remote Desktop