

Elisa Adcock

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

QUALIFICATIONS SUMMARY

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

EXPERIENCE

Zales/Signet Jewelers | Coppell, Texas

Web Graphic Designer

May 2016 - present

- Design and code brand creative pieces including landing pages, banners, and emails
- Design and code HTML5 display banners for Zales and co-op partners such as Movado and Bulova
- Create comps for new and updated web pages for social and eCommerce partners
- Code creative using HTML for designated assets utilizing Hybris eCommerce
- Train new hires and contractors in Hybris eCommerce for updating five brands' websites
- Track projects using JIRA and participate in daily stand-ups

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

Atmos Energy | Dallas, Texas

Web Content Manager (Contract)

January 2007 - July 2007

- Utilized CMS page templates and coinciding components and create webpages as necessary
- Use HTML/ CSS to build landing pages/other creative assets
- Work with development team to stay up to date on new web components and functionalities
- Created and maintained repository of assets

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
- 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

Second Chance/STRIVE | San Diego, California

Micro-Enterprise Director/Graphic Designer

August 1998 - 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
- 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 - Photo Shop, Illustrator, InDesign, Dreamweaver
- Microsoft Office - 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

ONLINE PORTFOLIO

<http://www.texrahdesigns.com>