

Elisa Adcock

Graphic Designer & Web Developer

Education

University of North Texas

Denton, Texas

Bachelors' degree in Marketing

University of Texas

Arlington, Texas

Continuing education certificates in

- HTML5 + CSS3
 - JavaScript
 - Responsive Design
 - UI/UX
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Skills

ADOBE CREATIVE SUITE

Photoshop, InDesign,
Dreamweaver, Illustrator, Premiere

SOFTWARE

Microsoft Office Suite, JIRA, Slack,
Camtasia, Dropbox, Filezilla, Fetch,
Google Web Designer, Google Ad
Words, GitHub

PROGRAMMING

HTML, CSS, WordPress, Joomla,
jQuery, PHP, JavaScript, Shopify,
SAP Hybris Commerce

OPERATING SYSTEMS

MAC OS, Windows 10

Volunteering

Leg Up Program

Pro-bono design, web development
& marketing services

Salvation Army & Soup Mobile

Meal preparation & serving

www.texrahdesigns.com | (214) 493-2733 | Elisa.Adcock@gmail.com

Seasoned designer & developer looking to flex UI/UX muscles ideally in a remote role. Life long learner, avid gardener, proud mother to 1 human, 2 dogs & 4 chickens and fifth-generation Texan. Hook 'em!

Experience

Signet Jewelers (Zales)/ Web Graphic Designer

May 2016 - February 2020, Coppell, Texas

- Raised Zales' organic SEO rankings 33% by enriching content, increasing ADA accessibility and augmenting metadata
- Developed customized & compelling HTML + CSS code to enrich use experience for five brands (Zales, Zales Outlet, Peoples, Gordon's, and Piercing Pagoda)
- Concepted and edited digital designs + brand creative assets (home pages, landing pages, display banners, emails, etc.)
- Trained new hires in SAP Hybris Commerce
- Conducted agile team stand-ups, then documented + tracked tasks in JIRA

Freeman / Interactive Experience Designer

April - December 2015 (Contract), Dallas, Texas

- Developed engaging, interactive presentations via Intuiface
- Created custom wireframes of interactive experiences
- Troubleshooted design challenges and generated delivery directives for show site technicians

L3 Communications / Web Developer

May - November 2014 (Contract), Greenville, Texas

- Redesigned and developed 3 divisional websites following L3's UI design specifications
- Employed web technologies such as HTML, CSS, JQuery, JavaScript and PHP
- Proofed and copy edited divisional website content text + imagery
- Worked with HQ to launch website from beta to finished product

Texrah Designs / Founder & Senior Graphic + Web Designer

2005 - present, Dallas/Frisco, Texas

Clients: City of Arlington, Resistol Hats, North Texas Crime Commission, Modern Luxury Magazine, San Diego Convention Center

- Designed, developed + maintained websites from concept to implementation utilizing CSS, HTML and Adobe Creative Suite
- Created web and print optimized logos + marketing materials (e-newsletters, billboards, online ads, brochures, postcards, letterhead, promotional premiums and display boards)
- Digitally developed and manipulated illustrations + photos