

# Elisa Adcock

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[www.texrahdesigns.com](http://www.texrahdesigns.com) | (214) 493-2733 | [Elisa.Adcock@gmail.com](mailto:Elisa.Adcock@gmail.com)

Seasoned designer & developer looking to flex UI/UX muscles ideally in a technical content role. Lifelong learner, avid sewer, proud mother to 1 human, 2 dogs & 4 chickens and a fifth-generation Texan.

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## Graphic Designer & Web Developer

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### 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, XD

#### SOFTWARE

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

#### PROGRAMMING

HTML, CSS, WordPress, Joomla, JQuery, PHP, JavaScript

#### OPERATING SYSTEMS

MAC OS, Windows 10

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### Volunteering

#### Leg Up Program

Pro-bono design, web development & marketing services

#### Salvation Army & Soup Mobile

Meal preparation & serving

### Experience

#### Partner Comm, Inc. / Web Project Manager

April 2020 – September 2020 | Dallas, Texas

**Clients:** Raytheon, Morgan Stanley, American Express, DHL, Hess

- Keeping track of the status of each project, maintaining business requirement documentation and timelines, coordinating team schedules, updating timelines and keeping project members on track
- Managing and updating technical content using WordPress QuickFind and QuickFind 2.0
- Writing HTML and CSS code to manually manipulate technical content

#### 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.)
- 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 Intuiiface
- 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 copyedited divisional website content text + imagery
- Worked with HQ to launch website from beta to finished product

#### Texrah Designs / Founder & Senior Graphic + Web Designer

2005 - 2015 | Dallas/Frisco, Texas

**Clients:** City of Arlington, 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