

JACQUELINE LOYOLA

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SUMMARY

Creative designer with 7 years of experience in web design, visual design, interaction design, front-end design/development and digital marketing. A quick learner with an aptitude for efficiency. Independent self-starter who thrives on team collaboration. Highly flexible with excellent interpersonal and organizational skills.

UX Design | Wireframes/Prototypes & Mockups | Marketing Campaigns | Photo Optimization
End-to-End Product Design | Excellent Communication | Cross-Team Collaboration | Positive Attitude

TECHNICAL SKILLS

HTML5, CSS3, Sass, Less, JavaScript, jQuery, Bootstrap, Python, Responsive Design, Mobile Design, Email Campaign Design, Animation Banner Ads, Mockups, Prototypes, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Dreamweaver), InVision, Wordpress, Microsoft Office, Salesforce, Marketo, Git, Jira and Confluence.

PROFESSIONAL EXPERIENCE

Capital One, Seattle WA

2015 - 2019

Senior Associate Digital Designer

Jan 2017 – May 2019

Associate Digital Designer

Mar 2016 - Dec 2016

Web Production Artist II (Contractor for Profiles)

Jul 2015 - Feb 2016

Promoted to senior associate digital designer for \$27 billion financial corporation

- Build optimized and cross-browser compatible ShareBuilder 401k and Spark 401k Search Engine Marketing (SEM) landing pages improving lead conversion percentage (CVR) from 3% to 10%
- Implement emails, landing pages and banners for “End of Year” campaign resulting in breaking marketing and sales records in most 401(k) plans sold: 1,700 leads in a month, 1,262 plans in one year and 419 plans in a month
- Launch Spark 401k’s first social media channel and design Facebook lead generation banner ads in collaboration with the marketing team reducing cost per lead (CPL) by 30%, growing leads by 15% and resulting in 1200 leads
- Create Spark 401k icon as part of OneBrand’s iconography set for the Small Business Banking website to increase line of business presence in helping small businesses save for retirement
- Collaborate with software engineers to build front-end design of Spark 401k internal Admin tool to improve and automate marketing process during campaign efforts

CDK Global, Seattle WA

2012 - 2015

Web Design Specialist

Jul 2012 - Jul 2015

Implemented websites and content management systems (CMS) for car dealerships in accordance with brand style guidelines for \$2.2 billion automotive digital marketing company

- Develop an internal prototype web application that efficiently and quickly captures the dealership’s immediate needs by generating website mockups during consultations with clients called “Mock Dock”
- Implement seven websites for Red Noland dealership group resulting in dealership satisfaction and online presence to meet week long deadline
- Build and maintain team process documentation on intranet SharePoint site resulting in an increase of productivity, accuracy and speed in building dealership websites
- Assist in quick turnaround in website content maintenance based on the client’s requests
- Setup and configure social media pages and business listing sites to establish online presence for dealerships in helping them target potential customers

INTERNSHIPS

2011 - 2012

DNA Response, Seattle WA

Jan 2012 - May 2012

Graphic Design Intern

Designed digital promotional banners, Facebook cover photos and brochures for affiliate product offers. Collaborated with marketing and design teams.

TuneNGo, Seattle WA

Oct 2011 - May 2012

Web Design Intern

Designed Amazon Kindle Touch Giveaway flyers for TuneNGo's website and Facebook page. Created social network call to action buttons and mockups for the about us and instructor webpages.

Make-A-Wish Foundation of Alaska and Washington, Seattle WA

Apr 2011 - Jul 2011

Graphic Design Intern

Developed various marketing materials including content updates for upcoming events and eNews sections, photo optimization/editing, website graphics, flyers, CD label artwork, thank you cards, postcards, remit envelopes and folders.

EDUCATION

Bachelor of Arts, BA, Seattle University, Seattle, WA

Sep 2006 - Jun 2011

Major: **Interdisciplinary Arts-Digital Design Specialization** and Minor: **E-Commerce and Information Systems****CERTIFICATIONS**

UI/UX Design Specialization, Coursera

Anticipated Completion: Sep 2019

- Visual Elements of User Interface Design, Coursera

Nov 2018

Python Specialization, Coursera

May 2019

- Capstone: Retrieving, Processing and Visualizing, Coursera

May 2019

- Using Databases with Python, Coursera

May 2019

- Using Python to Access Web Data, Coursera

Apr 2019

- Python Data Structures, Coursera

Mar 2019

- Programming for Everybody (Getting Started with Python), Coursera

Feb 2019

HONORS and AWARDS

2016 - Present

Volunteer Honor Roll Recipient, Capital One

Strategy and Analytics Team Competition Finalist, Capital One

Associate Peer Recognition Onerful Awards, Capital One, (8) awards

Innovation Days Finalist, CDK Global, Innovative Web Application, "Mock Dock"

STAR (Service, Thanks and Recognition) Award for Dealer Group Collaboration, CDK Global

COMMUNITY INVOLVEMENT/VOLUNTEERISM

2017 - Present

- **ORIGINS ASIAN BUSINESS RESOURCE GROUP**, Seattle Chapter Lead for civic events
- **SALUTE MILITARY BUSINESS RESOURCE GROUP**, Steering Committee Member
- **OUTFRONT LGBTQ+ BUSINESS RESOURCE GROUP**, Ally Member
- **EMPOWHER WOMEN'S BUSINESS RESOURCE GROUP**, Member
- **C1 CODERS**, For students building Android applications using MIT App Inventor, Mentor
- **HABITAT FOR HUMANITY**, Donation store and construction sites, Volunteer
- **ALLYSHIP WEEK**, Plan and execute week long Allyship events onsite, Planning Committee Member
 - Participated in internal panel discussion on "Allyship" with senior leadership/executives
- **ASIAN COUNSELING REFERRAL SERVICE**, Volunteer
- **MINDFULNESS**, Planning Committee Member