

IRINA V. ESPINOZA

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SUMMARY

- **Teamwork:** Energetic, friendly, helpful, conscientious, and responsible with excellent customer interaction and communication skills. Extensive experience working with cross functional teams successfully.
- **Leading People:** Proven success as project manager and production lead on new web site development, as well as freelance web/print designer.
- **Results Driven:** Strong planning and organizational skills; with the ability to effectively manage multiple projects to completion on time.
- **Professional Marketing:** Including Adwords, Google Analytics, Search Engine Optimization, and “legal” tricks.
- **Practical Experience:** Maintained large e-commerce web sites such as Developers.Sun.com, SDNShare.com, Blogs.Sun.com and Java.Sun.com. Designed wireframes, created site maps and navigation for sites such as Mervyn’s, GIA, RS Investments, Sunset Magazine, CareCredit.

TECHNICAL SKILLS

- **Software:** Photoshop CS4, InDesign CS4, Illustrator CS4, ImageReady CS4, Dreamweaver, Flash MX, Visio, MindManager Pro 7, Adobe Premier, PC and Mac platforms.
- **Software Languages:** CSS, HTML, DHTML, JavaScript, XML (basic), PHP (self studies)
- **Operating Systems:** MS-DOS, Windows 98, 2000, NT, XP, Mac.
- **Online Applications:** Google Analytics, Google Docs, TeamSite, Telnet, Putty, FTP, Netscape, IE, Outlook, Firefox, Thunderbird.
- **Foreign Languages:** Fluent Russian.

EXPERIENCE

Extractable, San Jose, CA
Information Architect

2006 - 2008

- Routinely created site maps, navigation and labeling.
- Conducted competitive site analysis.
- Designed wireframes and prototypes, illustrated page types, UI components, content collection templates and workflows.
- Collaborated with managers and team members to define processes.

(Experience Continued)**Web Developer/Production Lead**

- Started from scratch with a major account, and wrote instructions for current and new account staff.
- Involved with client presentation and attended meetings with customers.
- Managed overseas contractors deadlines, assign tasks, and check their work.
- Maintained JSP, HTML and XML pages.
- Created images and banners, newsletters, and blogs for customers.
- Maintained and created JavaScript navigation tabs.
- Designed templates using the clients web standards specification.
- Created new CSS layouts and maintained existing CSS files.
- Created and modified metadata, and title implementation PDF files.
- Wrote and updated technical documentation on client web site maintenance (wiki).
- Employees are encouraged to have contract business on the side, which I did have several clients.

Web Splash Design, San Jose, CA

2005 - Current

Owner/Web Designer

- Designed look and feel of sites, and proposed original graphic design mockups to customer.
- Created page design, layout, templates, and created web pages out of the original graphic design.
- Work with clients during web development phase to improve the design before final release.
- Developed HTML pages and PHP/CGI forms.
- Designed Flash intros.
- Designed UI for mobile phone software.
- Provided search engine optimization and marketing.
- Set up hosting accounts based on the needs of the clients.
- Published the web sites.
- Creating brochures and flyers using InDesign
- Video Editing

Santa Rosa Junior College, Santa Rosa, CA

2002 – 2002

Web Developer

- Created new look for Santa Rosa Junior College Web Development Training Program website.
- Met with client to discuss what they wanted out of the design.
- Developed layout, mock ups, created the homepage and second level template.
- Proposed design to client and implemented requested changes for approval.

Santa Rosa Junior College / RESIG, Santa Rosa, CA

2001 – 2002

Project Manager - Web Site Development

- Assigned necessary tasks and created timeline/deadlines for project.
- Managed conflicts and issues of team members with each other and the project.

(Experience Continued)

- Implemented contingency strategies for team members who failed at tasks.
- Managed communication between team members as well as between client and team.
- Handled planning and organization of the client presentation and storyboard of the website.

EDUCATION / PROFESSIONAL DEVELOPMENT

- **Web Development & Graphic Designer** - Certification, Santa Rosa Junior College, Santa Rosa, CA
- **Computer Science & Business Accounting** – Computer Science & Business Accounting Degree, Technical University of Ekaterinburg, Russia.
- **AA Degree** – in progress, Foothill College, CA

RERENCES

Mathew Quilter
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