

Ilektra Rachovitsa

Web Designer/Front-End Developer

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WORK EXPERIENCE

Web Developer August 2016 — Present

OMC Design Group; San Francisco, CA

- Optimize the user experience and develop responsive websites using HTML5, CSS, jQuery/JavaScript libraries and Content Management Systems

Autonomous Vehicle Trainer II March 2017 — May 2018

GM Cruise Automation LLC; San Francisco, CA

- Performed all high-level test drives and contributed to all R&D AV Testing tasks
- Understood all procedures and helped others solve unknown cases
- Assisted in training of new AVTs, supervised AVTs and provided feedback for improvements

Web Designer/Developer August 2014 — December 2016

Annunciation Cathedral; San Francisco, CA

- Optimized the user experience and developed responsive website
- Maintained the website including regular content updates, plugin/theme updates, domain and DNS management, error debugging, data backups, technical support and troubleshooting
- Developed and distributed email newsletters, managed the subscribers' list and reported analytics
- Designed graphics and developed responsive landing pages for events and fundraising campaigns

Digital Media Specialist July 2014 — November 2016

Sebastien Entertainment; San Francisco, CA

- Provided general assistance related to technology, internet, web and digital marketing
- Coordinated the creation of digital content; provided maintenance including posting and formatting of new web content and broken link maintenance
- Organized and managed digital files, subscribers' lists and supported the newsletter execution
- Designed and edited graphics and images for use on the Web

Web Designer/Developer February 2013 — September 2016

Blu Marketing Solutions; San Francisco, CA

- Consulted interactive art direction, designed and developed various responsive websites
- Designed logos, banners, posters, print materials for various projects and marketing campaigns

Web and Mobile UI/UX Designer June 2012 — December 2012

Cardio-Tone Fitness Studio; San Francisco, CA

- Designed the user interface and overall user experience for Web, mobile and widget application
- Designed custom templates for integration into existing websites

COMPUTER SKILLS

HTML5, CSS, JavaScript libraries/jQuery, PHP, MySQL, Joomla, Wordpress, Shopify
Google Analytics, Microsoft Office, Adobe Photoshop, Illustrator, Keynote, Omnigraffle
Autonomous Vehicle Operation and its applications

EDUCATION

MFA Web Design and New Media September 2008 — December 2011

Academy of Art University; San Francisco, CA

- **UI/UX Thesis project:** MyNeighbors.com (mneighbors.com) - Planned, researched, defined target audience, user tasks and scenarios; created information architecture and flow diagrams; designed wireframes, paper and interactive prototypes for user testing; designed the logo, look and feel and overall user experience; implemented the front-end development and MySQL database for users' registration; created comprehensive video tutorial to walk users through the project; conducted two (2) official usability testings

BFA Fine Arts and Art Sciences September 2002 — December 2006

University of Ioannina, Greece