



YESENIA DIAZ

VERSATILE PROFESSIONAL | WWW.YESSIEDESIGNS.COM

OBJECTIVE

Passionate professional with over 12 years of experience in versatile roles varying from administrative, web site and graphic design to technical, in search of the opportunity to increase present skill set and provide creative solutions.

SKILLS

- > *Web Design*
- > *Graphic Design*
- > *Problem Solving*
- > *Project Management*
- > *Copywriting*
- > *Social Media*
- > *Content Creation*
- > *Coding*

EXPERIENCE

WEB DESIGNER/WEBMASTER • CORTLAND CRUSH • SEPT.2019 – PRESENT

Collaborated with Cortland Crush Baseball Staff and migrated existing site to another webhost. Creates banners for sponsors and the team. Provides backend technical support and performs front end design duties as well as web development duties. Updates pages, creates graphics, and content for the team. Performs social media manager duties, analysis reports and increases brand viewership.

GRAPHIC DESIGNER • UNIQUE SMILES • MIAMI • MAY 2020

Worked with the owner and redesigned their brand for Instagram through the use of research and best brand standards. Increased viewership by fifty percent.

WEB DESIGNER/DEVELOPER • VILLAGE OF PALMETTO BAY • MAY 2019 – JULY 2019

Through conversations with Village Staff, designed and developed the WiFi access point page for the Village of Palmetto Bay while aligning to the branding guidelines of the Village and making the page accessible across all mobile devices.



YDIAZ10@YMAIL.COM



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786-597-8415



YESENIA DIAZ

| CONTINUED

EDUCATION

BACHELOR'S GRAPHIC/WEB DESIGN • 2016-PRESENT

Southern New Hampshire University
2016 – Present

ASSOCIATE'S INTERACTIVE MEDIA DESIGN • 2001-2004

Art Institute of Fort Lauderdale
2001 - 2004

GRAPHIC DESIGNER • KISSANDELL MOBILE MAKEUP • NOV. 2018 – JAN. 2019

Designed and re-developed branding logo for client. Crafted business card and other promotional assets for the brand.

CONTENT MANAGER/WEB DESIGNER/ ADMINISTRATIVE ASSISTANT/• CORAL GABLES MUSEUM • MAY 2011 – OCT. 2013

Served as the main point of contact for all visitors to the Museum, led tours, maintained the exhibitions, and spearheaded various research projects.

Provided administrative and technical support to all Museum Staff and supervised other employees. Maintained website and ensured overall look and feel of website and other digital and graphical materials created complied with branding standards. Managed e-mail list database and handled e-mail blast notifications.

WEB DESIGNER / DEVELOPER/CONTENT MANAGER • SHRINE-MAIDEN • APRIL 2003 – AUG. 2008

Created website using various programming and graphical tools, such as PHP, Dynamic HTML, CSS, making sure to implement the highest design standards for the time, including developing the site for responsiveness. Created and maintained site database using PHP and crafted content management system. Designed banners, graphics, and created content for site visitors.



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