

# ANDRE "RYAN" GRAVADOR

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## FRONT-END UX / UI WEB DEVELOPER

### Enhance User Experience (UX) in Web Applications | Solve for Marketing Needs

User-focused web developer leveraging IT solutions, marketing, with third-party agencies, that enhance value of design influencing department strategy.

Solve front-end design with UX / UI, PHP, and JavaScript, for various web applications in enterprise environments. Demonstrated success leading projects with flexible solutions and meeting requirements for business-oriented results. A quick study, curious and determined.

#### SharePoint & Salesforce Templates

User Portals, Landing Pages, Commercial Websites | CRM Experience: Jira, Confluence, Wrike

## TECHNICAL SKILLS

- WordPress Custom Theme Design, Maintenance
- Bootstrap Framework
- Informational Architecture (IA), Sitemaps
- UI & Graphic Design Foundation
- Sketch, Sympli, Adobe XD
- HTML / CSS, UX Usability Testing
- Brand Strategy Exploration
- Photoshop, Illustrator, InDesign, PowerPoint
- Wireframe, Lo-Fi / Hi-Fi Comps, Prototypes
- CEROS: Interactive Presentations

## PROFESSIONAL EXPERIENCE

**HUMANA** (previously Transcend Insights), San Diego, CA

2016 - 2019

### Digital Marketing Analyst & Webmaster

Developed and maintained \$.5M of web applications: Commercial, staging, microsites, Design Language System (DLS), animated presentations. Acted as liaison between stakeholders, PR, UI designers, IT admins, third party marketing and design firms. **[View Company Projects Portfolio here.](#)**

- Collaborated for UX / UI research and personas with stakeholders, PR, product strategists, IT administrators, and third-party agencies. Resulted in 5 new websites, increased UX experience, SEO optimized content, interactive presentations for the President and company physicians.
- Executed brand strategies: animated / interactive presentations and webpages, adhering to UI design elements. Resulted in customized Salesforce, SharePoint templates, collaboration with third-party agency research / in-house designers, increased SEO reporting, consistent project briefs, and launched new DLS website with consistent branding.
- Owned enhanced value of design through WordPress theme modifications for new functionality. This created scalability for PR / digital marketing departments, lead generation options, new page layout designs with new product branding.

**THATSGRAVY DESIGNS**, San Diego, CA

2003 - Present

**Freelance Web Designer, Consultant**

Provide HTML to WordPress conversion, custom theme design and web support, for local businesses. Offering consultation, Search Engine Optimization (SEO), UI / graphic design, with third party vendor integration. [Freelance company website link.](#)

- Enhanced user-experience website of **LeTip of Greater San Diego**, (2012 - 2018) business networking group, troubleshooting, graphic design (UI). 80% increase membership resulted with website usage, integrated mobile version, YELP and Facebook social media presence.
- Redesigned websites with HTML to WordPress conversion. Previous services of consultation, event meeting material: The San Diego Black Film Festival (2013 - 2015), LeTip of Greater San Diego (2016) 30th Anniversary. Resulted in greater online exposure, increased leads, professional grade quality, and successful event turnout.

**Z57 INTERNET SOLUTIONS**, San Diego, CA

2007 - 2012

**Tech Support Representative**

Supported Real Estate agents' websites and enterprise content management system (CMS), custom template theme development. Web / graphic design (UI) solutions provided sales, marketing groups.

- Collaborated with IT staff for enhanced templates, UX usability testing. Resulted in newly branded website themes, leveraging internal Intranet for customer/domain services, greater relationship with customer service, IT, and sales reps. (Portfolio: [Z57.ThatsGravy.com](#))

## EDUCATION

- **Bachelor of Science (BS)**, Art Major Emphasis: Graphic Design, San Diego State University, San Diego, CA

## PROFESSIONAL AFFILIATIONS AND COMMUNITY INVOLVEMENT

- LeTip of Greater San Diego Board Chapter President, 2015; Board Chapter Past President, 2016; and Committee Webmaster, 2012 - 2017
- San Diego Churches of Christ and HOPE Worldwide designing fliers, newsletters and presentations. Health Insurance Awareness, Kmart's Race Against Drugs, and Senior home visitations, 1997 - 2006
- HOPE Toy Drives mural design coordinator, San Diego, CA, 2002 and 2001
- Campus Ministry Bible Talk Leader, San Diego State University, 1999 - 2003
- The Trolley Wall Art Project Award. Donated 8' x 4' tall mural to SDSU's Associated Students Art Contribution for Diversity in Culture, 2002
- Award Best Logo Design: NASSCO (National Steel & Ship Building Co.) Purchasing Department