

ERICA NAOMI BRAYMEN

full stack developer ■ graphic designer ■ marketing strategist

Jun. 2011 - Present

Freelance Designer/Developer

Self-Employed

Pursued small, independent projects while finishing education.

Worked with various professionals to develop their visions, brands, and online identities.

Handled all steps of the design process, from visual mockups to coding.

Apr. 2018 - Jan. 2019

Integrated Strategy & Creative Director

Ecosyse

Took on a leadership role in various marketing campaigns, website builds, and brand redesigns.

Met and worked with clients, both in-person and remotely, in order to establish and realize their visions for their brand/company's identity.

Created an overall content strategy for each brand, in order to tailor all aspects of presentation for optimum audience engagement.

Designed web, print, and social media collateral from the ground up, utilizing the entire Adobe Creative Suite.

Developed the front- and back-end web infrastructure for all client sites, including fully original Wordpress themes and plugins, using HTML5, CSS3, Javascript/jQuery, PHP, Ajax, and MySQL.

Mar. 2014 - Apr. 2018

Integrated Strategy & Design Specialist

Ecosyse

Helped develop client brands, strategies, and materials, from concept to completion.

Built websites using HTML, CSS, and PHP, usually around Wordpress frameworks.

Made print materials and web graphics in Photoshop, Illustrator, and Indesign.

Wrote promotional blog posts for various clients/campaigns.

Sep. 2013 - Sep. 2014

Administrative/Design/Web Assistant

Spenla Consulting

Assisted a private marketing consultant with a variety of word processing, design, and web tasks.

Worked extensively with Wordpress and various Wordpress themes.

Jun. 2011 - Oct. 2011

Web Designer

University of Redlands

Worked with a professor to design and build a website for her grant project.

Designed the visual front-end and coded the site around a Wordpress framework.

Summer 2010

Summer School Instructor

The Grauer School

Developed a syllabus, created course materials, and taught a short seminar in Photoshop basics and techniques.

Covered basic tools and processes, photo retouching/photomanipulation, and creative image collaging.

EDUCATION

University of Redlands/Johnston Center for Integrative Studies

Class of 2013

B.A: *Technoanimism: an Aesthetic of Cyborgian Identity through Design and Poesis*

GPA: 3.90

SKILLS

BASIC:

Windows & OSX
Microsoft Office Suite
Google Suite

DESIGN:

Photoshop
Indesign
Illustrator
Misc. Adobe Creative Suite

WEB:

HTML5
CSS3
Javascript/jQuery
PHP
Ajax
MySQL

MISC:

Promotional Blog-Writing
Copy-Editing
Search Engine Optimization
Google Analytics
Photography