Linda Weller

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Skills

Banner Ads	Typography	Motion Content	Video Content	Photoshop
Social Media Assets	Illustrator	Email Campaigns	Premiere Pro	Clean Design

Experience

My U.S. Vintage General Store, Los Angeles, CA   https://bit.ly/2x6xMuS
Web, Graphic Designer, 04/2016-09/2018

Created a WordPress site with WooCommerce, e-commmerce responsive web proposed new, creative branding ideas, using layout, color, composition, and prioritization. Created product shots, logos, branding, landing pages, color style guides. Typography, Facebook, Instagram Social Media Channels, Content Marketing, Graphic Design. Content marketing Inscreased site visitors 20%.

Key technologies used: Photoshop, Adobe Creative Suite, Expert Illustrator, 4+ web, social, digital

4 Squared.co, Los Angeles, CA   https://bit.ly/2CYG7Gy
Web, Graphic Designer, 03/2016-09/2018

Created a Bootstrap site and developed the brand from scratch with new ideas, created a logo, brochure, and business cards using In Design and Illustrator. Content marketing increased visitors 25%, and landing pages using Photoshop. Made style color guide, and wire frames. Using strong design principles all throughout such as layout and color to create a professional product. Creative Design., Site Design, Knowledge of Motion Graphics, Graphic Design, Digital Media

Key technologies used: Photoshop, Web Design, Illustrator, Social Media Assets, Color Theory

UCLA Extension, Los Angeles, CA
Assistant Instructor, 09/2013-05/2017

Instructed students in HTML 5, CSS 3, Illustrator, Photoshop, and Responsive Design. Set up lab with 30 computers. Substituted as an Instructor at 4 different colleges. Self-contained collaborator.

Consultant, Los Angeles, CA
Web, Graphic Designer, 09/2012-05/ 2016

Used typography, color theory, and video editing while working for Get Buy-In™ for a Landing page, Geneva Studios, LLC, Web, Graphic Designer for a Word Press e-commerce site, 4+ years strong eCommerce retail digital design, The Hyve, web re-design of a social site for business. Video editor/shooter for food related content marketing and you tube projects VIEW https://bit.ly/2MGFfpR.

Key technologies used: Video Editing, Banner Ads-Garbarino, Self-Help-Video Editiing, Premiere

Education
UCLA, B.A. Los Angeles, CA, Sociology, Studio Art Classes
UCLA Extension, Los Angeles, CA , Advanced Web Interaction, Design with Photoshop, Illustrator, and Advanced Graphic Design. Portfolio: http://www.lindaweller.net (hand coded)