

Alfredo San Martín

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OBJECTIVE: A challenging Senior Web Designer/Developer position that will allow me to push the creative limits and apply the latest web development technologies.

TECHNICAL SKILLS:

- **Software:** Photoshop CS3, Dreamweaver CS4, Illustrator CS3, Flash CS3, InDesign CS3
 - **Languages/Scripting:** XHTML/CSS 2.0, JavaScript, SQL, PHP, Flash Actionscript 3.0
 - **Databases:** phpMyAdmin/MySQL
 - **Frameworks:** jQuery, 960 Grid-Based Design & Website Layout
 - **Applications:** Wordpress 2.7, XAMPP, Microsoft Office 2007, FTP, WaveLab Lite, Ableton Live, Sorenson Squeeze
 - Search Engine Placement & Optimization, User Interface Design
 - Website Traffic Analysis, Web Graphic Optimization, CD & Web-Based Training, CRM, Email Newsletter design
 - Ability to design and develop on both PC & Mac operating systems
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PROFESSIONAL EXPERIENCE:

Robot Creative

Lead Web Designer/Developer

1114 S. St. Mary's, #200, San Antonio, TX 78210

(September 2007 – Present)

- Create XHTML/CSS standards-compliant, hand-coded websites, from thumbnail sketches to finalized Photoshop comps and final build-out
- Extensive testing of all websites in the latest web browsers
- Maintain numerous client HTML websites and Content Management Systems (CMS)
- Incorporate Google Analytics tracking into all websites for traffic analysis
- Email Newsletter design
- Assist graphic design department with logo and stationery concepts
- Copywriting for company blog, email newsletters and other client work

MarketQuiz, Inc.

Web/Graphic Designer

12500 San Pedro Ave., #657 | San Antonio, TX | 78216

(January 2006 – August 2007)

- Conceptualize/layout monthly e-promotions for national car dealerships to increase sales/service market share
- Edit/Update website content: www.MarketView360.com
- Designed intranet demo site for sales teams as a marketing tool to demonstrate and sell company's products
- Design layout comps, logos, business cards, and PowerPoint templates
- Compress high-quality video for web into Flash video files
- Contribute to copywriting for company newsletters

Blonde Creative

Web & Multimedia Director

7800 IH10 West, #835 | San Antonio, TX | 78230 | 210.527.1234

(December 2003 – November 2005)

- Created graphic-rich web & multimedia experiences for clients while maintaining websites for large client list
- Design and implement e-mail marketing and tracking campaigns, both in-house and for clients
- Monthly site traffic analysis for clients
- Sound editing for websites and multimedia presentations
- Designed postcards, brochures and
- Assisted in client catalog photo shoots

Guido Brothers Construction Co.

Web Design Intern/Freelancer

8526 Vidor | San Antonio, TX | 78216 | 210.344.8321

(January 2002 – January 2003)

- Developed Flash and HTML versions of website

American IronHorse Motorcycles

Freelance Graphic Designer

4600 Blue Mound Road | Fort Worth, TX | 76106 | 817.665.2000

(April 2003 – August 2003)

- Designed monthly employee, dealer and investor newsletters
- Pre-press experience working with print vendor to take project from concept to completion

Solomon Practices, Inc.

Lead Web Designer

(February 2002 – March 2003)

13750 San Pedro Ave., #810 | San Antonio, TX | 78232

- Managed web design team of two
- Designed, implemented and tracked weekly e-mail newsletters using CRM system
- Created & duplicated animated Flash CD-R presentations for interactive cosmetic surgery patient education
- Designed logos, direct-mail pieces, and custom HTML and Flash websites for dental practices
- Managed Search Engine Optimization and Cost-Per-Click programs using Overture.com

AWARDS & RECOGNITION:

2005 S.A. AdFed Addy Awards

www.blondecreative.com – Silver Addy

www.thealamo.org – Silver Addy

Lawyer Video – Silver Addy

2006 S.A. AdFed Addy Awards

www.melizah.com – Gold Addy

www.gkw-inc.com – Silver Addy

[San Antonio AD Fed](#) – Gold Addy

2009

Bronze Quill Awards – Award of Excellence – **Tengo Internet** (Website has recently been re-designed)

EDUCATION:

Trinity University, San Antonio, Texas

Harvard University

University of Granada (Granada, Spain)

Central Catholic High School

B.S. Computer Science (December 2001)

Web Design – *Creative New Media* Course (Summer 2001)

Study Abroad Intensive Spanish Program (Summer 2000)

San Antonio, TX (1993-1997)

ONLINE PORTFOLIO:

www.alfredosanmartin.com