

# Leonel Alcantara

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Fully Work Authorized | No Visa Sponsorship Required | Open to Relocation

## PROFESSIONAL SUMMARY

UI/UX Designer & Front End Developer with 8+ years of experience in designing elegant and functional user experiences. Skilled in turning complex problems into simple and intuitive interface designs & writing clean and efficient code using HTML, CSS, and JavaScript. Seeking to utilize skills with a fun team and exciting projects.

## KEY SKILLS

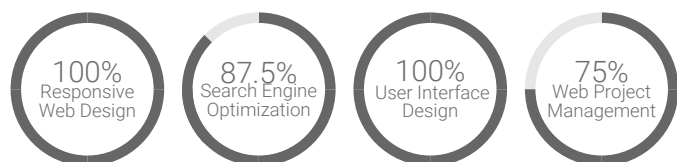
### Apps & Tools



### Languages



### Professional



### Technical



## INTERESTS



Art



Crafting



Gardening



Photography

## PROFESSIONAL EXPERIENCE

### Freelance Graphic & Web Designer Jul 2012 - Present

- Designed, developed, and updated the client's websites and customized their CMS applications
- Designed corporate identity, icons, product packaging, brochures and advertising material

### Ad Trafficker / Web Designer May 2011 - Jul 2012 Editora El Nacional | Caracas, Venezuela

Leading publishing agency, owner of the most widely visited and read news website in Venezuela

- Pioneered the use of the Google platform DoubleClick for Publishers on the agency's website, mobile websites, and mobile apps, becoming their first source of income in foreign currency
- Managed more than 240 advertising campaigns and created traffic reports of the agency's digital media
- Designed and implemented creative display guidelines according to the standards of Interactive Advertising Bureau (IAB)
- Provided technical support to the sales department that has more than 30 people to help troubleshoot creative problems

### Web Designer Jun 2009 - May 2011 Grupo SMS | Caracas, Venezuela

Leading provider of data center management services and software development

- Developed user interface for internal and external applications and ensured usability during technical implementation
- Established UX design for all web and mobile application developments
- Designed banners, landing pages and digital artwork for each advertising campaigns
- Established visual identity guidelines for all the digital platforms

## EDUCATION

### Diploma in Web Applications Design and Development CEUJAP | Valencia, Venezuela | 2009

### University Higher Technician in Informatics CUAM | Valencia, Venezuela | 2005

## PROFESSIONAL DEVELOPMENT

### Dash General Assembly | Chicago, IL | 2017

### Creating a Website BIR Training Center | Chicago, IL | 2016

### Web Project Manager Web Design School | Caracas, Venezuela | 2013

### Digital Graphic Techniques