

# SHERIAH FATIMA ALTOBAR

## Digital Designer + Front-End Developer

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### Info

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Los Angeles, CA

### Highlights

#### Art Direction + Design Lead

Extensive experience creating and upholding visual design systems for various luxury lifestyle brands. Ability to take initiative leading a team through concepts and strategy to fully develop a project to completion.

#### Critical Thinker

Confident in facing difficult tasks; Problem-solver who enjoys improving processes to be more efficient and effective.

#### People-Person

Known to bring positive energy to a team; Great communication skills to collaborate, as well as, present to clients and vendors.

### Core Skillset

#### Software

Photoshop/ InDesign/ Illustrator/ Bridge/ CaptureOne

#### Web Development

HTML/ CSS/ Javascript/ JS/ PHP/ Git

#### Ecommerce/ CMS

Shopify/ Magento/ Wordpress/ Squarespace

#### Wholesale

JOOR/ NuOrder

#### ESP/ Email Marketing

Listrak/ Bronto/ Constant Contact/ MailChimp

### Education

#### Bachelor of Arts – Design | Media Arts

School of Art and Architecture  
University of California, Los Angeles  
June 2010

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### Experience

Michael Stars, Inc

Nov 2015 - May 2019

#### Front-End Developer + Designer

**Front-End Development/ Web and Mobile Design** – Spearheaded the transition from Magento to Shopify. Redesigned the entire ecommerce site and worked closely with development partners to launch.

**Ecommerce Site Management** – Coordinated seasonal launches; Designed and coded homepages, shoppable catalogs, and featured landing pages. Imported, updated, and merchandised product catalog.

**Digital Marketing** – Designed, coded, tested, and deployed daily email marketing campaigns. Tracked KPIs and evolved strategies to follow best in practice ideals. Designed and delivered digital assets for affiliate partnerships, display banner ads, and internal social media marketing.

**Photoshoot/ Imagery Management** – Processed imagery post-production and developed internal organizational workflow for delivery.

Drawing from Memory

Nov 2011 - Feb 2016

#### Interactive Designer

**Projects** – Brand Identity, Front-End Web Development, Web and Mobile Responsive Design, Print and Digital Graphic Design, Site Management

**Clients** – Velvet by Graham and Spencer/ Trumpet & Horn/ Alexandra von Furstenberg/ Lawson-Fenning/ Colourpop/ Selvarey Rum/ Rachel Hollis - The Chic

UCLA Center X, School of Education

Nov 2009 - Nov 2017

#### In-house Graphic Designer

Worked closely with all department directors on printed marketing collateral for events, workshops, and overall graphic needs.

Collaborated with the in-house web developer to redesign and launch the organization's website.

### Publication/ Exhibition

#### Hybrid Dance Infographic

The Cultural and Globalization Series 3: Cultural Expression, Creativity & Innovation  
2010

#### WE ARE\_

New Wright Gallery, Los Angeles  
2009