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# EULALAE NARIDO II

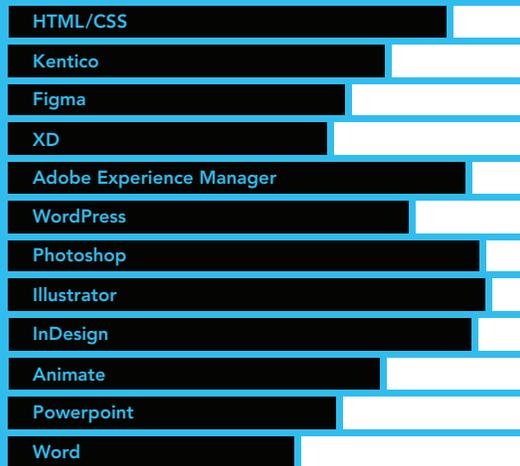
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UX Web Designer II / Developer with 26+ years of combined UX, web and graphic design experience, delivering responsive AEM and HTML/CSS-based interfaces that improve engagement and conversion. I am skilled in interaction design, UI, data visualization and front-end architecture. Collaborative problem-solver who leads UX design, mentor peers on web trends and seeks to drive measurable business results through user-centered design and scalable front-end solutions.

## CERTIFICATIONS

- **Fundamentals of Adobe Edge Animate** – Udemy
- **Interaction Design for the Web** – Lynda.com
- **User Experience for Web Designers** – Lynda.com
- **AEM Foundations** – EY Creative Services Adobe Experience Manager Foundations
- **Principles + Practices for Great UI Design** – Udemy
- **Statistics for Data Science and Business Analysis** – Udemy
- **Bronze Badge for Data Visualization** – EY Certification
- **UX Design & User Experience Design Course** – Udemy
- **Bootstrap 4 Essentials Training** – LinkedIn Learning
- **CSS Essentials Training** – LinkedIn Learning
- **HTML Essentials Training** – LinkedIn Learning
- **Javascript for Web Designers** – LinkedIn Learning

## SKILLS



## EDUCATION

California State University, Los Angeles  
Bachelor of Arts, Graphic Design

## ACHIEVEMENTS

- MDFG Spirit of Excellence Award
- Associated Students Scholarship Award
- Ephebian Society Member (Top 15 students graduating class)
- Student Assistant of the Year Award
- Who's Who Among American High School Students Award

## PORTFOLIO

<https://www.en2creative.com>

## RECOMMENDATIONS

<https://www.linkedin.com/in/enarido2>

## EXPERIENCE

**UX Web Designer II / Developer – Globe Life**  
2021 – present McKinney, TX

Designed and implemented responsive UI components improving user task completion time with measurable results. Developed front-end architecture that reduced page load variability and improved consistency across sites. Collaborated with designers and backend teams to resolve integration issues and streamline release cycles. Spearheaded the redesign of user interfaces for multiple websites, enhancing usability and driving user engagement through improved navigation. Implemented responsive design techniques, resulting in measurable improvements in mobile user experience. Partnered with graphic designers to create visually appealing web features, strengthening brand consistency and improving aesthetics. Enhanced website accessibility standards, leading to improved user satisfaction and a broader audience reach. Encouraged team knowledge sharing on design trends, nurturing a supportive environment that drives creativity and innovation.

**Senior Graphic Designer – Newmark**  
2020 – 2021 Dallas, TX

Led design projects from concept to delivery, ensuring timely completion of marketing materials. Created presentation and sales tools that contributed to measurable wins in competitive pitches. Directed visual strategy for print and digital collateral to strengthen brand positioning. Collaborated with marketing and brokerage teams to balance workload and meet project deadlines. Spearheaded the redesign of marketing collateral, resulting in increased engagement and more modern brand image that resonated with target audiences. Maintained open communication with team members to ensure seamless project execution and timely delivery of high-quality design materials.

**Graphic / UX Designer – Ernst & Young (EY)**  
2017 – 2020 Dallas, TX

Designed response AEM websites for desktop, tablet, and mobile improving user engagement with measurable results. Developed cohesive digital and print designs that strengthened brand consistency across campaigns. Managed project timelines, scope, and cost estimates to deliver projects within deadline and budget. Created interactive presentations and animated graphics that enhanced stakeholder communication and decision-making. Led the design and implementation of user-centered interfaces, enhancing user engagement and drove measurable improvements in user satisfaction. Maintained comprehensive design documentation and project timelines, ensuring all deliverables met quality standards and stakeholder expectations.

**Creative Designer (Contractor) – Capital Group LLP**  
2016 – 2017 Los Angeles, CA

Designed presentation templates and print PDFs following brand guidelines to improve consistency across materials. Selected and retouched stock photography to enhance visual quality of client-facing assets. Prepared presentation and webcast files and web banners to support meetings and digital campaigns with timely delivery. Revamped visual communication strategies, resulting in enhanced engagement and clarity in investment presentations. Crafted impactful infographics and charts that facilitated better understanding of complex financial concepts, leading to improved client feedback.

**Senior Graphic Designer – Paul Hastings LLP**  
2010 – 2016 Los Angeles, CA

Designed branded communications that improved consistency across marketing and internal channels with measurable results. Created reusable design templates that reduced production time by a notable margin. Coordinated project timelines and vendor selection to deliver print materials on schedule and within quality standards. Collaborated with attorneys and BD stakeholders to produce targeted collateral that increased stakeholder satisfaction. Organized and maintained digital asset libraries to streamline access and reduce file retrieval time. Took part in the rebranding initiative, enhancing visual identity and significantly improving client engagement through revamped marketing materials.

**Creative Project Manager – Kaiser Permanente**  
2007 – 2009 Burbank, CA

Managed advertising projects for internal and external clients, meeting budget and deadline targets consistently. Coordinated with external printers to ensure print quality and on-time production. Consulted legal and regulatory teams to secure content approval and maintain compliance. Fostered teamwork among creatives and clients, ensuring seamless project execution and enhancing overall satisfaction. Streamlined project workflows to meet tight deadlines, achieving on-time delivery for all advertising campaigns. Developed creative briefs that effectively aligned project goals with client visions, elevating campaign success rates. Monitored project budgets and timelines, implementing corrective actions that resulted in substantial improvements in resource allocation. Cultivated strong partnerships with external vendors, optimizing production quality while maintaining compliance with legal standards.

**Creative Coordinator – Jefferies Group**  
2006 – 2007 Santa Monica, CA

Managed production schedules for daily research reports and marketing materials, reducing turnaround time with tighter workflows. Designed client-facing brochures and fact sheets that improved clarity and produced measurable engagement gains. Coordinated external print vendors for large-format posters and convention materials, ensuring on-time delivery and quality control. Collaborated with in-house and freelance designers to standardize layouts and improve brand consistency across projects. Worked closely with the entire team to design impactful marketing materials, increasing client engagement and provided substantial improvements in brand visibility. Maintained a positive attitude while managing multiple projects, contributing to a vibrant team atmosphere and fostering creativity. Fostered partnerships with external vendors, ensuring timely delivery of promotional materials while maintaining quality standards.

**Advertising Design Manager – Billboard**  
**Graphic Designer – Radio & Records, Inc.**  
1997 – 2006 Los Angeles, CA

Directed advertising design projects ensuring brand consistency and timely delivery across campaigns. Managed a team of five designers and improved production velocity with clearer task assignments. Coordinated external vendor communications to reduce print errors and speed approval cycles. Implemented FTP ad processing workflows to streamline asset intake and reduce publication delays. Coordinated with cross-functional teams to streamline project workflows, enhancing communication and ensuring timely project delivery. Fostered a creative environment for designers, encouraging collaboration that sparked innovative ideas and elevated project outcomes. Maintained rigorous quality control over all design materials, ensuring compliance with brand standards and minimizing revisions.

## FREELANCE EXPERIENCE

**Art Director – NTS MediaOnline**  
2008 – 2016 San Diego, CA

Led magazine layout and supplement design, delivering each issue on schedule with minimal revisions. Collaborated with sales leadership to optimize ad placement, improving ad clarity and client satisfaction. Coordinated with external printers to ensure consistent print quality and error-free final issues. Managed multiple design projects concurrently to meet tight deadlines and maintain editorial standards.