



G. Paul Bowes

Graphic Designer / Front End Developer

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EXPERIENCE

Blindster & YourBlinds.com

Lead Graphic Designer & Front End Developer - Jul 2011 - June 2018

- Work closely with owner and lead developers in a Scrum environment to design and overhaul a new e-commerce UI using custom HTML/CSS & JS. Also incorporating bootstrap, Wordpress & Magento to increase site intuitiveness and sales conversions by almost 30%.
- Use Analytics and best practices, working close with SEO agencies to develop and manage SEO applications to sites, increasing page rank and keyword ROI.
- Create & manage all site banners, email ads and social media content for weekly sales.
- Perform all graphic design duties for all digital and print collateral and elements.

Yellowbot.com, Solfo

Lead Graphic Designer & Front End Developer - Sep 2009 - Jul 2011

- Worked in an Agile/Scrum team working closely with clients, company owners, lead software and developers to produce UI / UX wireframes, Hi-Fi mockups and implement front-end development using best practices of HTML/CSS/Bootstrap for desktop and mobile applications, producing products that increased B2B & B2C satisfaction and ROI for the foremost reputation management system in US and Canada, tracking data on 1.7 million business.
- Managing lead on all production of digital and print graphic assets for company and client needs, ranging from email campaigns, landing pages, white papers and other promotional materials for internal B2B and client marketing needs.

iEnjoy Technologies

Graphic Designer - Jun 2010 - Jan 2011 (Contract Work)

- Provided fresh new perspective to company's product branding buy elevating the quality of the logo, packaging design, all relative product print materials and web site.
- Illustrated all product instructional assets and elements used in all print materials, manuals and guides.
- Created all company B2B materials. e.g. Business cards, brochures and email marketing creatives. Helping to increase prospecting investor reach and pre wholesale awareness.
- Performed all post photo editing, including color corrections, photo manipulation, object removal/addition.
- Completed all projects ahead of schedule allowing product to go to certification review and to market faster.

Project Import

Graphic & Web Developer, Marketing Manager, Technician - Jul 2005 - Apr 2017 (Contract & W2 Work)

- Developed and implemented Google business apps, and web based services to establish internal infrastructure for managing the business's new work volume. Increasing productivity buy 45%.
- Planned, designed, implemented and managed wordpress e-commerce and business website. Keeping up to date with best practices in online shopping and SEO trends and technologies.
- Designed all marketing creatives used in print, web, email and social media.
- Worked with clients to manage and perform mechanical installation and fabrication work.

PERSONAL SKILLS

- Creativity
- Commitment
- Organization
- Loyalty
- Communication
- Self-Reliant
- Tenacity
- Teamwork

DESIGN SKILLS & TOOLS

- Adobe Creative Suite
- Web Design
- Print Design
- Packaging Design
- Illustration
- Apparel Design
- Screen Printing
- Logo & Icon Design
- Sticker Design
- Trade Show Design
- Much, much more...

WEB SKILLS & TOOLS

- HTML
- CSS
- JS (Noob)
- Coda
- Transmit
- Bitbucket
- Git
- Terminal
- Bootstrap
- Wordpress
- Magento
- Jira
- Basecamp
- Mailchimp
- Hootsuite
- Kalio Mail
- Yotpo

EDUCATION

Orange Coast College
1999-2001

Digital media arts and
Commercial arts
design

ROP
2002

Computer Science
Principles

EXPERIENCE (Continued)

Harman Motive Tuning

Graphic Designer, Web Developer, Technician - Jul 2006 - Sep 2007

- Designed and implemented new company branding and web site.
- Created all print assets for marketing and business collateral.
- Performed dyno tuning set up, base runs and tuning assistance. Carried out maintenance on dyno and facility.
- Worked on vehicle projects doing high end installs and services.
- Managed online store product and sales.

Evil Angel Productions

Lead Graphic Designer / Web Designer - Nov 2004 - Jul 2006

- Directly worked with movie producers and directors to design and develop their individual e-commerce sites.
- Lead creative designer for all print creatives using Photoshop, Illustrator and Coreldraw producing weekly publication marketing and sale ads, trade show signage, booth backdrops and merch. Also including DVD boxes and packaging.
- Produced Posters and actor signing slicks. Involving high end photo correction and manipulations followed with print proofing and completion.
- Designed various company and director apparel and merchandise.

The Computer Guys

PC & Network Support Technician - Mar 2002 - Nov 2004

- Provided on-site and remote technical service support, installation, configuration and problem resolution in personal and commercial PC / Network environments.
- Diagnosed mechanical, hardware, software and system failures using established procedures.
- Performed one-on-one sales working with customers to design and complete full builds of custom, personal, executive/financial level and high-end gaming PC's
- Conducted on-site setup and installs of PCs, printers and networks for both residential and commercial customers.
- Onsite commercial network installations. Doing cable runs, wall mounts, cable toning, server room installs, setting up networking peripherals then concluding initial testing of completed setup.