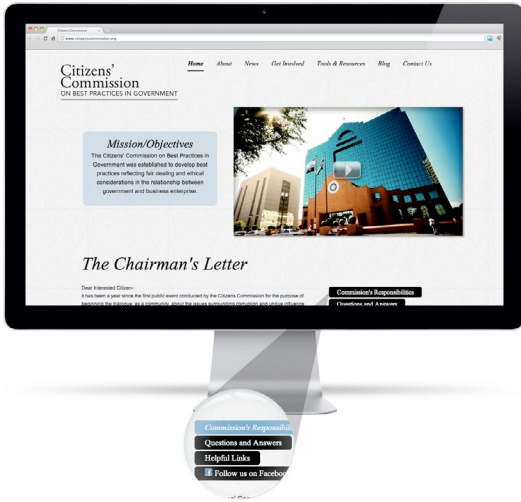




HI! I'M A UX DESIGNER FROM THE TIP O TEXAS.
I ENJOY READING, EDM MUSIC AND DESIGNING
FUN STUFF... HAVE A LOOK...

`<design is an="element" />`



CLEAN HTML LINKS

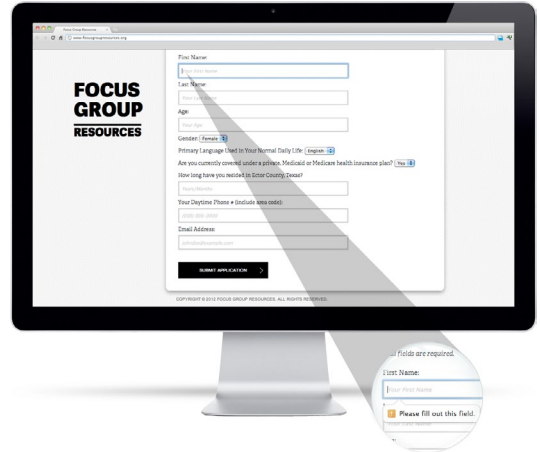
[PHOTOSHOP CS4, DREAMWEAVER CS4, HTML & CSS3]

<http://www.citizenscommission.org/>

HTML5 FORM W/ REQUIRED FIELDS

[PHOTOSHOP CS4, DREAMWEAVER CS4, HTML5, CSS3 & SOME PHP]

<http://www.focusgroupresources.org/> [site still in the works]



RESPONSIVE DESIGN

[PHOTOSHOP CS5, DREAMWEAVER CS5, HTML5 & CSS3]

<http://www.ecbmagazine.com/>

RESPONSIVE DESIGN

[PHOTOGRAPHY, DREAMWEAVER CS5, HTML5 & CSS3]

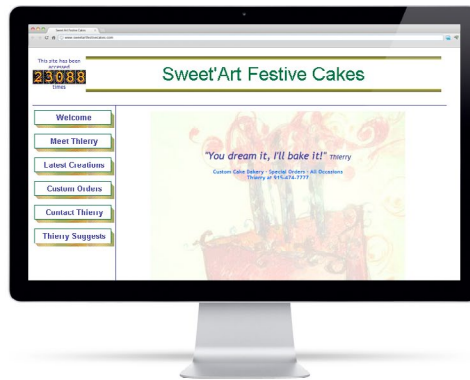
<http://www.snappycrotchkicks.com/>





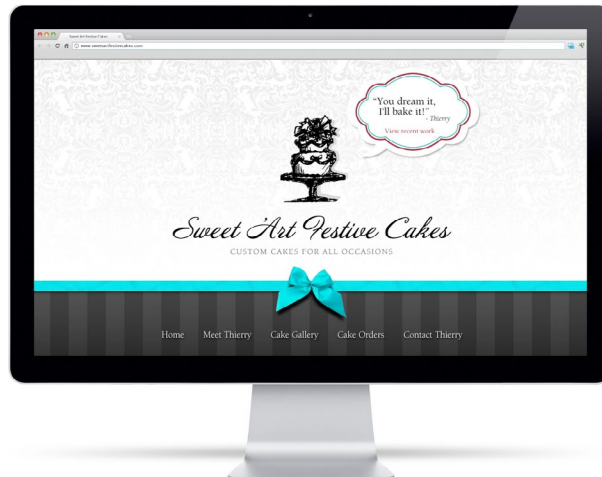
BEFORE & AFTER
[PHOTOSHOP CS4, DREAMWEAVER CS4,
HTML, CSS & PHP]

<http://www.elpasozoo.org/>



BEFORE & AFTER
[PROPOSED CREATIVE,
PHOTOSHOP CS4]

<http://www.sweetartfestivecakes.com/>





LOGO DESIGN

[ILLUSTRATOR CS5]

ElectroCity Beatz Magazine Logo

BUSINESS CARD DESIGN

[ILLUSTRATOR CS5, SILVER ON BOTH SIDES]

ElectroCity Beatz Magazine 16PT 2"x3.5" Round
Corner Business Cards



PIN BUTTON DESIGN

[ILLUSTRATOR & PHOTOSHOP CS5]

ElectroCity Beatz Magazine 1" Round Promotional Buttons
w/ Locking Safety Pin



STICKER DESIGN

[ILLUSTRATOR & PHOTOSHOP CS5]

ElectroCity Beatz Magazine 2.5" Round Promotional Stickers



PHOTOGRAPHY

[NIKON D40 DIGITAL SLR CAMERA]

El Paso Downtown Day & Night



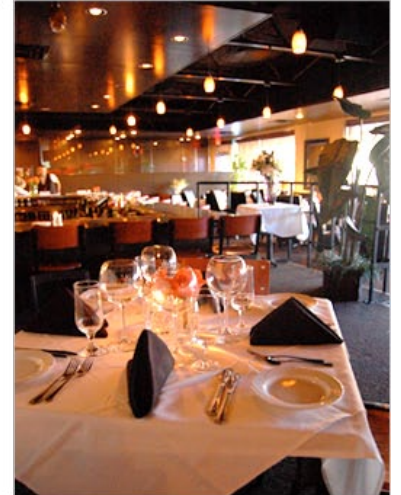


Local & Headlining Djs for ElectroCity Beatz Magazine

PHOTOGRAPHY

[NIKON D40 DIGITAL SLR CAMERA]

Bar & Restaurant Reviews for El Paso Magazine



2

P

Perla Parra
915.329.9557

<design is an="element" />

OBJECTIVE

To obtain a UX design position where my creative skills will produce a quality product for agency clients.

PROFESSIONAL WORK EXPERIENCE

The Laster Group • El Paso, Texas • November 2009 – Present
UX Designer • Responsibilities:

- Collaborate with creative team to prioritize UX activities.
- Collaborate with IT team to deliver high quality experiences.
- Understand and incorporate technical, business and user requirements into designs.
- Design in a fast-paced, rapidly changing environment, through sketches, wireframes and prototypes.
- Design online banner ads, email blasts and facebook apps for clients.
- Design, implement and maintain websites for clients.
- Manage domains and hosting accounts.
- Work closely with account team to manage and schedule projects.
- Received a 2011 Bronze ADDY Award for the design and implementation for the El Paso Zoo website.

ESH Media Works • El Paso, Texas • August 2009 – November 2009
Graphic Designer • Responsibilities:

- Design & layout El Siglo Hispano magazine and Su Voz Latina magazine.
- Design advertisements, billboards, newsletters, magazines and reports for clients.
- Maintained websites and managed e-mail accounts.

AGI Marketing Solutions • El Paso, Texas • January 2008 – June 2009
Graphic Designer • Responsibilities:

- Design advertisements, billboards, stationery, flyers, brochures, logos, catalogs and reports for clients.
- Collaborate with install team to design vehicle graphics, transit and mobile advertisements.
- Design, implement, and maintain websites for clients.
- Manage domains, hosting accounts and e-mail for clients.
- Received a 2008 Gold ADDY Award for the design and implementation of the El Paso Transit website.
- Received a 2008 Silver Davey Award for the design of the Workforce Solutions Upper Rio Grande 2007 Annual Report.

El Paso Media Group • El Paso, Texas • August 2006 – January 2008
Graphic Designer • Responsibilities:

- Design and layout articles for El Paso Magazine.
- Created the design and layout for the first seven issues of the El Pasoan.
- Photographed for all El Paso Media Group publications.
- Design advertisements, flyers, posters, logos and brochures for El Paso Media Group.
- Design, implement and maintain websites.
- Manage domains, hosting and e-mail.
- Received a 2007 Bronze ADDY Award for the design and implementation of the Club Blu website.

Stanton Street Technology Group • El Paso, Texas • August 2005 – August 2006
Web Designer • Responsibilities:

- Design, implement and maintain client websites.
- Design and implement e-mail newsletters.
- Received a 2007 Bronze ADDY for the design of the Susan G. Komen El Paso website and the Powerhouse Gym website.

Border Institute of Technology • El Paso, Texas • August 2003 – August 2005
Graphic Designer • Responsibilities:

- Design brochures, educational catalogs, logos, and business cards for school staff.
- Design and maintain websites for school services.
- Manage identification cards for staff and students.
- Train students on using Flash and Adobe Photoshop.
- Photographed for print projects and websites.

SKILLS

- Adobe Suite CS5
- HTML5
- CSS3
- JavaScript [basic knowledge]
- PHP [basic knowledge]
- Sharepoint [basic knowledge]
- Information Architecture
- Wire Framing
- Prototyping
- Photography [basic knowledge]
- Keynote
- Proficient in English & Spanish

References available upon request.