| ABEL PIMENTEL  Designer & Developer | |
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| Chicago, IL  312.810.6239  [In/abelpimentel](https://www.linkedin.com/in/abelpimentel)  [abel-pimentel.com](http://abel-pimentel.com)  Objective  Combining Talents in Design & Development to Increase Project Efficiency.  Approachable, self-motivated professional translating complex requirements into user-friendly designs. Creative and hands-on, delivering results that meet organizational objectives and customer needs. Develop strong professional relationships using excellent interpersonal and communication skills.  Education  International Academy of Design & Technology  Bachelor Degree in Visual Communications and Interactive Media with a focus in graphic, web design and front-end development.  Listed in the Dean’s Honor list multiple times for attendance and a 3.8 GPA score.  Certifications  Adobe Experience Manager (AEM) CMS   * AEM Sites Custom * AEM Assets Custom   ADA Compliance | Experience |
| **Harley-Davidson Motor Company**  Senior Designer & Developer  Aug 2020 – Present  Create both low and high fidelity ADA compliant designs to refine a user's journey throughout sites. Design new and enhance existing components for the Adobe Experience Manager CMS. Work alongside stakeholders, copy, creative, and project managers to build and publish pages in AEM, manage digital assets including the overall style guide. Take part in QA sessions from both a design and development perspective.  **Sears Holdings Corporation**  Visual Designer & Developer  April 2018 - Feb 2020  Design and develop concepts and ideas into multiple visual solutions to meet business objectives. Continue to work closely with multiple teams including legal, copy, and development ensuring all content provided my merchants are applied to homepage, product listing pages, brand landing pages, BRAT banners and others contributing to successful online launches.   * Develop concepts into multiple visual solutions that meet branding requirements and meet objectives while working together with the Art Director * Load assets to Adobe Experience Manager's (AEM) Asset Manager * Build pages within AEM * Cross team collaboration with legal, merchants, copy, UX/UI and development avoiding miscommunication and meeting tight deadlines. * Offer my web development skills to troubleshoot and enhance our daily workflow to further our teams efficiency * Assist in maintaining our design and web development pattern library making it easy to follow branding guides   **Sears Holdings Corporation**  Web Developer II  Nov 2011 - Apr 2018  Maintain company homepages utilizing AEM’s content management system (CMS), occasionally building components to add new features using package build management tool. Projects were updated and merged using SourceTree GIT GUI repository. Contributed to QA process with offshore team before and after project builds. Used CSS grid systems to further accommodate and allow great responsive mobile experience. Created prototypes within Sketch / InVision and hand-coded html files when needed.   * Participated in meetings within teams, gaining higher perspective of project and providing feedback throughout process from design and development point of view. * Enhanced user experience by following wireframes and design compositions. * Developed web pages and other online projects alongside numerous teams, including creative, copy, legal, and offshore from beginning to end, staying up-to-date with last-minute modifications and resolving challenges quickly. * Assured problem-free user experience though cross-browsing compatibility testing, including desktop and mobile versions on IE, Safari, Firefox, and Chrome. * Provided technical assistance during QA process, facilitating resolution of issues. * Cataloged projects and contents via project management system JIRA, enabling all teams to track involvement and know what changes were done by whom and when. |

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| Skill Overview   * Asset Organization * WireFraming * Low & High Fidelity Prototypes * Responsive Designs * ADA Compliant Designs * Email Design & Development * Animated Advertisements * CMS Integration & Publishing * QA Assistance * SEO Friendly * Strong Cross- Team Communication   Software   * Adobe Experience Manager (AEM) * Wordpress (Elementor, BeaverBuilder, WooCommerce) * Drupal, Joomla, Magento 2 CMS * Adobe Creative Cloud (Lr, Ps, Ai, Xd, Id, An, Dw, Acrobat ) * Figma * Sketch * Invision * Jira * Microsoft Office | Experience (cont.) |
| **EURORSCG**  Web Developer (Freelance Contract)  2010  Developed responsive e-blasts and landing pages for Sprint, U.S. Cellular, and Sears incorporating methods to gather analytics. Designs were provided by the design team.  **HSA Commercial**  UX/UI Visual Designer & Developer (Freelance Contract)  Jan 2008 - Jan 2010  Redesigned UX and redeveloped company’s website using CMS, Joomla!. Other web projects included landing pages, e-blasts, and web branding pattern library.   * Updated online presence, meeting required standards with best practices and creating system to help employees maintain company’s web presence. * Offered faster load time by optimizing web graphics. When possible, open source plug-ins were installed and customized to meet company’s needs. * Saved time and reduced web project costs by integrating CMS.   **Cherryone**  UX/UI Visual Designer & Developer (Freelance Contract)  Jan 2007 - Sep 2007  Performed custom design and creation of websites from wireframe process to development.  Contacted clients regarding project state and included external vendors if applicable for additional content, allowing company to accept more projects. |