


 Binangonan, Rizal, Philippines

 (+63) 919 009 4204

 valdezjoemichael00@gmail.com

 www.midnightowl.design

PROFESSIONAL SUMMARY

A professional web designer and developer with close to five years of experience. Result oriented with a keen eye for detail, with a passion to create modern and optimally designed websites that can clearly communicate the brand's message and vision. Confident in the ability of translating ideas into design across multiple niches, industries, and platforms. Committed to continuous improvement and upskilling to produce the best work and success in the field of design.

KEY SKILLS

- Web Design
- UI/UX Design
- Visual and Graphics Design
- Responsive Design
- HTML/CSS
- AI Media Tools
- AI Avatar Tools
- Video Editing
- Branding
- Motion Graphics
- Product Mock-ups
- Print Design

PROFESSIONAL EXPERIENCE

Senior Multimedia Designer, FAME Global Ventures, Dubai, UAE, March 2024 - March 2026

- Developed and executed web design concepts, from brand conceptualization to site publication
- Created visual and graphic content for websites, social medias, and ads with emphasis on clear delivery of message and vision
- Published websites on both the classic Wix Editor and Wix Studio
- Created Website templates and wireframes from scratch
- Produced other graphic designs as needed

Website Manager, Neoungrouse LLC, Philadelphia , USA, July 2023 - March 2024

- Created wireframes and sitemaps for web development projects
- Created website mock-ups for clients using Figma
- Designed and developed a number of websites in WordPress for clients
- Installed, organized, and managed plug-ins vital to the process and/or function of the project
- Used elementor to build and design web pages
- Coordinated with teams and people inside and outside of the development team to discuss project requirements, courses of action, and revisions.
- Delivered and conducted quality assessment checks for websites before launch
- Delivered and conducted after launch support and revisions to clients

Wix Designer, Inspector Website Builder, North Carolina, USA, March 2022 - August 2023

- Developed and executed web design concepts, from brand conceptualization to site publication
- Created visual and graphic content for websites, social medias, and ads with emphasis on clear delivery of message and vision
- Published websites on both the classic Wix Editor and Wix Studio
- Created Website templates and wireframes from scratch
- Produced other graphic designs as needed

Website Designer, Stoddard Agency, Washington, USA, November 2021 - March 2022

- Created wireframes and sitemaps for web development projects
- Created website mock-ups for clients using Figma
- Designed and developed a number of websites in WordPress for clients
- Installed, organized, and managed plug-ins vital to the process and/or function of the project
- Used elementor to build and design web pages
- Coordinated with teams and people inside and outside of the development team to discuss project requirements, courses of action, and revisions.
- Delivered and conducted quality assessment checks for websites before launch
- Delivered and conducted after launch support and revisions to clients

Graphic Designer, Brandefined, Oregon, USA, August 2021 - November 2021

- Created visual and graphic content for ad sets and websites based off from client's summary and/or graphic board.
- Created ad materials, primarily for real estate clients, across multiple resolutions and platforms.
- Created logos and branding for branding projects
- Edited videos in short form content to be used in ads and other displays
- Created website mock-ups and layouts, primarily for real estate clients, using Figma
- Created responsive, modern, and clean websites for clients in Beacon NXT for clients

Web Designer, VA Kick, California, USA, January 2021 - August 2021

- Created visual and graphic content for websites based off from client's summary and/or graphic board.
- Created graphic boards, low fidelity layouts, and design boards for clients based on a scoping/discovery call
- Met with clients to break down and identify designs, functionalities, and branding to be used in their websites and presented action plans and layouts to demonstrate how to achieve this
- Managed and created sub pages and sub domains for clients that need more depth and intermediate functionalities in their business campaigns
- Published websites on various languages and platforms, while coordinating with other teams and departments resulting to an efficient work flow

Website Manager, Golden Lane Games, London, United Kingdom, Sep 2019 – Sep 2020

- Developed and published website on Shopify, managed software and plug-in installation resulting in a cohesive and straightforward sales flow.
- Developed and executed a comprehensive content strategy resulting in a 40% increase in website traffic, longer average session duration, and a conversion rate improvement.
- Analyzed website data to identify key areas of improvement for user experience resulting in an increase of page views per visit and a decrease in bounce rate.
- Implemented on-page SEO tactics resulting in a 50% increase in organic search traffic, through optimizing meta tags, headings, and content structure.
- Developed link building strategy that led to a 20% increase in domain authority and a 10% decrease in bounce rate.
- Handled visual and graphic materials for the brand's social media, creating content ranging from video, image, and blog.

EDUCATIONAL BACKGROUND

Graphic Design Masterclass, Online Course, Udemy, Philippines, 2023

Search Engine Optimization (SEO) Course, Online Course, Surge Marketplace, Philippines, 2022

Bachelor of Science in Business Administration, Marketing Major, Our Lady of Fatima University, Philippines, 2018