




# AMBER VASQUEZ

DESIGN STRATEGIST



## ON THE WEB

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## CONTACT

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## EXPERIENCE

**Mightybytes**  
2013 - 2016

### CDO (Chief Design Officer)

While at Mightybytes I worked tirelessly to set the overall design strategy and bring all teams including design, UX, content strategy, and development together into a cohesive working relationship. I ensured that design objectives were matched to strategic business goals on the customer and end user sides and set the overall vision for each and every project company-wide. I enjoyed leading our teams and fine-tuning our processes to create a better product for each and every client.

**Mightybytes**  
2013 - 2015

### Experience Director

From 2013 to 2015 I was the Experience Director with Mightybytes. I was responsible for communicating strategic goals into actionable design solutions, establishing conceptual and stylistic direction for design staff and orchestrating their work, as well as the work of production and developer team members.

**Marketing Support, Inc.**  
2010 - 2013

### Senior Web Designer / Developer

As the senior web designer at MSI I worked on a large variety of clients including LiftMaster, Sears, RainDrip, Rogers & Hollands, Chamberlain and more. I was responsible for UI design and often did front-end development as well. I worked with the PR team to design and develop electronic press kits and built and implemented several Facebook contest apps.

**Nology Interactive**  
2007 - 2010

### Senior Web Designer / Developer

At Nology Interactive I created data driven websites, was lead SEO/SEM manager and headed up all initiatives for our clients involving web presence and social media interactions. I also managed all incoming/outgoing print jobs as well as DVD creation and content production.

**TeamWorks Media**  
2002 - 2007

### Web Designer / Developer

As the web designer & developer at TeamWorks I worked with a small team to design and develop hundreds of sites. Working with such clients as Fox Sports Net, Fluidmaster, Best Buy, Old Spice, AthletiCo, The Chicago Sky, The Chicago Marathon, The Shamrock Shuffle and LeHigh Athletics, I had the pleasure of developing high-end sites that are user friendly, web standards compliant and in most instances utilize CMS systems for better client management.

## EDUCATION

**Illinois Institute of Art**  
1999 - 2002

### BFA

Bachelor of Fine Arts with a focus in Web, Multimedia and Information Resource design.

## REFERENCES

**Kate Eyster-Werve**  
CEO - Mightybytes  
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E: kate@eysterwerve.com

**Nancy Goldstein**  
Founder - Compass X Strategy  
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## SKILLS

UX Strategy  
User Research  
Wireframes & Prototyping  
Interaction Design

User Interface Design  
Team Management  
Process Improvement