



# ERIC CRUCES

## Brand + Web Designer



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# EXPERIENCE

## Web Designer

2023 - Current

## Cruces Design LLC

- Usability user testing.
- Design based thinking for solution implementation.
- Familiar with Accessibility Design guidelines.
- Branding strategy solutions.
- Webflow design implementation.
- Adobe Master Suite experience (Photoshop, Illustrator, InDesign, Dreamweaver, XD, Lightroom)
- Website and Application prototyping.
- Audience research experience.
- Implementation of multi-channel marketing campaigns.
- Wordpress and Elementor experience.
- Image editing capabilities through Photoshop.
- Understanding of visual hierarchy.
- Search Engine Optimization (SEO).
- Identifying and applying industry trends.
- HTML and CSS knowledge

## About Me

A little about myself, my name is Eric Cruces, and I am a graphic designer with an emphasis on web. I have been a graphic designer for about half of my life and I am now 30 years old. Going to school for design has been the best for me, and has made me an even better designer. Give me a chance to help you create your vision for your brand or company.

## Education

BA Graphic Design and Media Arts  
 Southern New Hampshire University  
 2019 – Current  
**GPA 3.4**

## Skills

- Adobe Creative Cloud skills: **Photoshop, Illustrator, InDesign, Dreamweaver, XD, and Lightroom**
- Project Management
- Facilitate effective design sessions
- Public Speaking
- Ethical decision making
- Attention to detail
- Competitor analysis

Hobbies — Design + Art | Video Games | Music