Melanie Ojeda

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Detail-oriented multidisciplinary designer with over 4 years of experience in HTML, CSS, JavaScript, Bootstrap 5, and proficiency in 10+ design software applications (Adobe Suite). Demonstrated ability to excel in both independent and collaborative projects, consistently delivering visually appealing and user-friendly interfaces with precision and attention to detail. Strong problem-solving skills and a passion for delivering impactful, high-quality solutions. Seeking career opportunities in the corporate sector to maximize professional growth in the dynamic field of design.

AREAS OF EXPERTISE

- **Software Proficiency**: Microsoft Office (Word, Excel, PowerPoint, Sway) | Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, Dreamweaver, Lightroom, Acrobat) | SharePoint | WorkZone | Figma | Visual Studio Code.
- **Web Development**: HTML | CSS | JavaScript | Bootstrap 5 | WordPress | Hostinger | Responsive Design
- **Design Skills**: Typography | Visual Design | Editorial Design | Branding | Video Editing
- **Languages:** English and Spanish.

CAREER HIGHLIGHTS

- ✓ Improved web UX for 50+ SAP leaders
- ✓ Developed global enablement content for 1000+ SAP employees.
- ✓ Created social media content for Instagram, Facebook, WhatsApp
- ✓ Achieved 100% satisfaction in freelance projects.
- ✓ Developed websites from XD designs.
- ✓ Facilitated bilingual communication.
- ✓ Mastered 10+ Adobe applications

WORK EXPERIENCE

Freelance   **Paramus, NJ**
Graphic Design & Web Developer Freelancer   *Jan 2020 – Present*

- Developed, launched, and managed an E-commerce platform based in Colombia with 30+ products.
- Planned and created engaging content for social media platforms including Instagram, Facebook, and WhatsApp.
- Collaborated with designers to develop websites, transforming XD designs into fully functional web pages.
- Proactively scheduled and conducted meetings with clients, ensuring a 100% satisfaction rate by effectively receiving and comprehending feedback from various perspectives.
- Successfully designed logos, branding materials, brochures, wedding invitations, and developed websites for diverse clients.
- Translated requirements and technical specifications into visually appealing, user-friendly designs, resulting in a highly positive feedback rate.
- Utilized 10+ software applications from the Adobe Creative Suite and cutting-edge hardware to deliver high-quality impactful deliverables.

SAP   **Global, NJ**
Visual Design & Knowledge Management Internship   *Oct 2022 – Oct 2023*

- Contributed actively to meetings with global cross-functional teams of senior experts, providing valuable insights, updated trends, and relevant materials to define project objectives and requirements.
- Proficiently executed diverse visual projects while strictly adhering to the brand guidelines of 3 different sub-brands within SAP: Grow with SAP for Scaleup, SuccessFactors, and Global SAP.
- Directed and produced instructional visual materials, including videos, presentations, and one-pagers, on Localization and HR Core topics, distributed to a global team of 1000+ Pre-sales and Sales employees, facilitating their enablement and knowledge acquisition.
- Played a crucial role in projects by providing proficient translation services between English and Spanish, ensuring accurate and effective communication with a proactive and positive attitude.
- Led the proposal, development, and delivery of a page re-design project catering to the needs of 50+ senior leaders and their globally dispersed teams across 7 regions.
- Managed content and design on 2 separate Intranet platforms (Work zone and SharePoint), significantly enhancing the user experience for a diverse group of over 200+ organization members.
- Earned highly positive recommendations from both coworkers and manager, leading to the extension of the initial 6-month contract to a remarkable 1-year duration, attributed to outstanding performance and a proactive work approach.

EDUCATION

- Bergen Community College.   **Paramus, NJ**
  Information Technology AAS/ Web Development and Management (GPA: 4.00)   *2022*
  Relevant Coursework: Advanced Web Development, Advanced JavaScript, Web management.
- Toulouse Lautrec   **Lima, Peru**
  B.A. in Art Direction and Graphic Design   *2017*

INTERESTS & HOBBIES

- **Crocheting**: Enjoy learning and experimenting with new techniques, creating gifts for friends and family.
- **Nature**: Beginner hiking with my dog to explore new trails and enjoy the outdoors.
- **Archery**: Practicing archery on weekends improves my concentration and patience.