

Juan Chavez

Designer/Developer

Fort Worth, Texas, United States

Email: juanchavez11@yahoo.com

Portfolio: juanchavezportfolio.com/

Professional Experience

Juan Chavez Art Developer/Designer/Artist | 2022 - Present

- Managed and optimized the Juan Chavez Art website on Squarespace CMS.
- Conducted product photography, including precise image cropping and editing.
- Constructed product pages, implemented SEO best practices, and provided detailed product descriptions.
- Performed regular website testing to identify and address any usability or performance issues.

Code and Brew Designer/Developer | 2020-2022

- Designed logos, T-shirts, and mugs for Code and Brew, demonstrating creativity in branding.
- Utilized the Shopify platform to develop and maintain the company's website.
- Executed marketing strategies on Instagram and Facebook to enhance brand visibility.
- Generated mockups for both the website and social media to showcase product offerings.
- Created tangible product samples for T-shirts and mugs, ensuring quality and consistency.

Pier1 Imports Front-End Developer/Web Content Specialist | 2014-2020

- Regularly utilized Demandware/Salesforce Commerce Cloud for web development.
- Collaborated with the design team to code mock-ups, ensuring a cohesive web presence.
- Worked closely with the content team to schedule and promote online campaigns.
- Applied expertise in Photoshop for efficient file slicing and image optimization for web use.
- Developed assets using HTML, CSS, basic JavaScript, and Git.
- Established online promotions through the setup of various coupons, driving customer engagement.
- Conducted thorough testing of assets, providing links for review by the web content team and copywriters.

RadioShack Web Designer | 2011-2014

- Developed assets based on creative briefs for various categories on RadioShack's online platform.
- Designed, debugged, programmed, and deployed content for the RadioShack.com homepage.
- Created web-responsive banners and optimized product images using Adobe Photoshop.
- Scheduled weekly campaigns and product launches, ensuring timely and effective promotions.
- Built pages using HTML, CSS, and widgets within the GSI content management system.
- Trained and developed on Demandware for the successful relaunch of radioshack.com.

Dillard's Web/Graphic Designer | 2010-2011

- Managed categories including Men, Home, Accessories, and Children for dillards.com.
- Conducted color correction on model images using Adobe Photoshop, ensuring visual consistency.
- Created color swatches for render sets and cropped images to fit product pages.
- Uploaded images daily to Dillards.com using Scene 7, maintaining an up-to-date online presence.
- Collaborated closely with Dillards.com buyers to ensure design accuracy and alignment with brand strategy.
- Worked in tandem with copywriters to guarantee accurate merchandise descriptions, enhancing the overall customer experience.