navreen Grewal

{ swiss army designer; }

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all star directories | Seattle, WA

SENIOR WEB DESIGNER
January 2013 - Present

Design and robust front-end development for over 25 distinct education-related sites, provide insight for new experiences, and assistance with rebranding effort.

API integration:

- Work with the assistance of Technology and Product Management team to test and execute All Star's newly developed API onto multiple existing properties.
- From beginning to end, design and develop new experiences for users, proof of concepts for partners, and pinpoint bugs and potential areas for enhancements.

Optimization:

- Collaborate with project owners to innovate new strategies and project ideas based off of previous learning from testing.
- Global UI redesigns of select sites to boost CR.
- Provide HTML/CSS/Javascript for experimental sites and for testing in SiteSpect.

WEB DESIGNER
June 2010 - Present

Design and light front-end development for over above sites, creative for optimization and SEM needs, creative for marketing communications.

Rebranding and Marketing Communications:

- Execute design and development of All Star's new corporate site using branding guidelines set by the creative director and copy provided by Content.
- Work with business development and product management to design unique print collateral about All Star and its products for major conferences.

Optimization:

- Supply static and interactive infographic content to improve SEO efforts.
- Design and front-end coding for multiple SEM campaigns requiring a variety of landing pages and interactive banners.
- Design UI and UX solutions for marketing to test across multiple sites.
- Provide HTML/CSS/Javascript for experimental sites and for testing in SiteSpect.

seattle times | Seattle, WA

NEW MEDIA AD DESIGNER (contracted)
February 2010 - April 2010

- Assist in the creation and launch of an unprecedented new media campaign involving web, interactive, and video elements for Swedish Hospital's 100-year anniversary.
- Design and code display ads following in-house specs for a variety of clients with unique requests.

freelance work

January 2010 - Present

- Design and code websites and rich media ads for Nimret Sandhu, an independent Java developer and principle of Nimsoft.
- Identity, website design, and front-end coding for One-on-one Bookings, a start-up travel agency based in Bellingham.
- Print design for Smokin' Sam's Deli & Espresso (logo, menu, punch cards).

tools
FLASH
AFTER EFFECTS
FINAL CUT PRO

programming
XHTML / CSS
JAVASCRIPT
PHP
ACTIONSCRIPT 3

DREAMWEAVER
PHOTOSHOP
ILLUSTRATOR
INDESIGN

Western Washington University
2007-2009 | **B.A. in Graphic Design,** *concentration New Media*

Whatcom Community College
2002-2005 | **A.A.**

References available upon request.