## Sherrie Loftis LinkedIn.com/in/sherrieloftis | Sherrieloftis.com/portfolio

## Professional Experience

- Small business and portfolio website designer using UX/UI heuristics, HTML5, CSS3, Bootstrap and Wordpress.
- Used Adobe Creative Suite to create Information Architecture, wireframe designs, mock-up layouts. Proto-site walkthroughs, style-guides, master art and brand messaging and documentation.
- Emphasis on UX/UI best practices via optimizing accessibility, clean typography and structured design.
- Supported 3<sup>rd</sup> party automobile parts supplier in DRE process for General Motors engineering team.
- Network assistance, technical support, ticketing process and created business process/onboarding manual
- Facilitated white board and card sorting exercises for optimal website navigation design.
- Seasoned Executive Assistant career with clear understanding of 'can do' spirit to achieve team goals.
- Solid understanding of site optimization, social media trends and content driven focus.
- Focus on Responsive, mobile-first design concepts with technical writing for support repository.
- Website Design Competition judge for Michigan Council of Women in Technology Foundation.

## Technical

Design: Wireframe Template Mock-ups, Typography, AdobeCC, XD, Figma, Visual Design & Layout

Fundamentals, Theme Creation, Parallax Scrolling, Responsive Mobile Design, One Page Design, SEO

Practices, Section 508 Compliant

Development: HTML5, CSS3, JavaScript, JQuery, C#, PHP, GitHub, Git, Less, Sass, Bootstrap, SQL, (currently

learning React).

Visual Studio Code, Eclipse, Adminer, Aptana, Komodo, FogBugz, Kayako, Trello, Browserstack, Jira Tools:

## Education

Foundations of UX Design Certificate-2022

Google -Coursera Online

The Science of Well Being -2021

Yale University-Coursera Online

Web Development Certification-2015 Web Design Certification -2014

Seattle Central College

Layout & Art Direction I & II-2012

School of Visual Concepts

ITIL IT Infrastructure Library-2007

**New Horizons** 

Art Design Layout & Fundamentals-2004

Santa Monica College

Video Prod/Communications Certificate-2000

Specs Howard School of Broadcast Arts

Career

**Executive Assistant FinTech** 

Chicago Financial Services, Inc. (PT)

Exec. Assistant | Product Design Coordinator

Infac Corp. | Commerce, MI (PT)

Exec. Assistant/e-Marketing/Web Maint.

Assistants Inc. | Detroit, MI (PT)

Seattle, WA

Freelance Web Designer/Developer Sept 2012 – present

Exec. Assistant /HR/IT

GE Healthcare | Seattle, WA

Sept 2019 - Sept 2020

Mar 2017 - Mar 2018

July 2021-Dec 2021

May 2010 - Feb 2012