

lea caballero

To get in contact with me, please use the form located on my website.

professional profile

- Self-taught web developer and graphic designer with proven ability to transform concepts into online reality.
- Combine creative, artistic talent with project management skills to deliver dynamic, market-oriented sites that exceed client expectations.
- Proficient webmaster and polished, strong communicator with 10 years of experience in:
 - Graphic/Print Design
 - Website Content Management
 - Project Management
 - Site Construction
 - Image Brand Development
 - Search Engine Optimization
 - E-commerce Applications
 - HTML/CSS
 - Database Administration

technology skills

- **Operating Systems:** Mac OS X, Windows XP/Vista
- **Software:** Adobe Photoshop/Imageready CS3, Macromedia Flash 8, Macromedia Dreamweaver 8, Adobe InDesign, Adobe Illustrator CS2, Microsoft Word 2003, Microsoft Project 2003, QuarkXpress 6.0, Swish Max 2.0

work history

- LEXIS NEXIS – MARTINDALE HUBBELL – New Providence, NJ
Website Designer - with emphasis in Project Management, February 2007 to Present
Responsible for handling up to 25 website projects at any given time totaling in value of approximately \$260,000. Design new websites from concept to production for attorneys and law firms. Define and achieve client needs through one-on-one sessions and ongoing communication. Provide project leadership to four employees for website production, copywriting, client/project team coordination and quality assurance. Analyze and communicate client's business requirements to ensure accurate and timely implementation and to ensure delivery of the ideal website solution. Assist and advise technical staff on HTML and CSS build issues. Specially chosen to handle certain high-end clients, one valued at \$240,000, which was successfully delivered on time and to client satisfaction. Created department logo derived from the original company's logo. Also designed and assisted in developing a new creative brief based on research performed.
- SIGMA TECHNOLOGIES – Union, NJ
Creative Manager, October 2003 to February 2007
Consult with senior management in setting strategies and direction for a variety of corporate clients and government agencies. Execute projects as well as create marketing concepts and plans for in-house software products and global ventures. Conduct market research that captured data on target market demographics, competitor initiatives, and industry trends. Research was used to develop sales strategies and marketing campaigns. Oversee and construct all graphic related projects which include, but not limited to, corporate identities, flash presentations, product packaging and websites. Solely responsible for updating and maintaining the City of Newark's (NJ) official internet/intranet sites; create graphics for WebWatch (weekly featured stories pertaining to Newark). Also challenged with developing a new design and layout for the aforementioned site, based on content survey and client needs. Assisted in developing GUI and navigation systems for proposed software products. Create all company's design materials: website, business card, letterhead, proposal covers, employee manual, etc. Use the online project management tool AutoTask™ to keep track of ongoing projects.
- AXYLUS SOLUTIONS – Newark, NJ
Independent Contractor/Web Developer/Designer, February 1999 to Present
Retained by diverse industry clients to create custom websites, graphic layout of content, corporate identities and marketing materials. Incorporate interactive elements and e-commerce applications; experienced with editing, reviewing and testing PHP scripts and MySQL databases; work closely with senior executives to conceptualize, design, and launch internet sites according to specifications.

Sample Clients:

- Newark in Transition: Created layout as well as color scheme for the City of Newark's (NJ) Mayor Cory Booker and his transitional team. The website depicts the new mayor's transition into office and also entails his plans for the betterment of Newark's residents. The challenge herein lied with having every resident being able to relate to his message and essentially seeing some part of themselves in the site.
- Rutgers University Global Programs: Refined existing mockups based on GUI specs accomplishing client's objectives to provide information with enhanced user functionality similar to a web portal. Established site navigation using JavaScript as well as the overall CSS used throughout the site. Also aggregated link content and performed content audit.

- URBAN LEAGUE OF ESSEX COUNTY - Newark, NJ

Instructor, Spring 2005

Provide sixth to eighth graders with learning experiences that promote their creative abilities. Create and implement lesson plans based on the principles of Web and Graphic Design.

online portfolio

- View samples of my work via the internet at <http://lea.axylus.com>