

Adrian Po Villanueva

Web & Product Designer

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SKILLS

- Shopify
- Klaviyo
- Search Engine Optimization
- Google Products & Services
- Photoshop
- Illustrator
- Lightroom
- Premiere
- SolidWorks
- Rhino

EXPERIENCE

T Sportline, LLC; Van Nuys, CA & Atlanta, GA — *Web & Product Designer*

November 2016 - Present

- Drive e-commerce growth and enhance user experience by optimizing Shopify websites to increase sales and streamline the post-purchase customer journey across various brands and online channels.
- Leverage data from Shopify, Klaviyo, Google Analytics, and Google Search Console to inform and execute effective marketing campaigns, search engine optimization (SEO) and User Experience (UX) strategies, and launch experiments boosting brand visibility, engagement, and sales.
- Expand and design the main product line from six products focusing on two Teslas to over twenty products across seven vehicles and multiple car brands through comprehensive market analysis, establishing a unique visual design language to identify and capitalize on market opportunities.
- Manage the end-to-end product lifecycle, communicating visually with North American and Asian teams using Photoshop, Solidworks, Keyshot, and photography to guide development and showcase results to ensure design integrity while proactively adapting to production limitations to minimize tooling costs.
- Direct a design team in creating high-impact marketing collateral for digital campaigns, including email marketing and social media.

EDUCATION

California State University, Long Beach — *Bachelor of Science in Industrial Design*

August 2013 - May 2017