cesfab

cesar fabello
designer & developer

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415.562.5309
design.cesfab.com

Professional, seasoned creative with over 15 years of design, coding and marketing experience within the software, digital entertainment and consumer retail space.

Focus on results-driven design and best practice execution. Specialties: concepting, wireframing, interface design and front-end web and email development.

Professional Detail

Oracle Marketing Cloud — cross-channel marketing

Art Director — june 2014 - march 2015

As Art Director, I worked with a creative team of designers, copywriters and coders to craft campaigns which empowered our clients to build relationships with their customers using more relevant, real-time interactions.

- Worked with team on concepts, wireframes, design and coding
- Scoped work, built estimates and determined client goals
- Client presentations on best practice, performance analysis and solution proposals

Rovi Corporation — digital entertainment technology

Web Producer — sept 2011 - june 2014

As Web Producer, I worked on design and development for Rovi's core website, microsites and digital marketing. I collaborated with Marketing, Creative Services and IT to determine requirements and deliver creative solutions.

- Two site redesigns: seo and coding overhaul to improve search traffic and design overhaul for rebrand
- Platform migration: wordpress, Open Text, Adobe CQ (AEM)
- Site design and maintenance: design and front-end coding
- Digital marketing: design and email coding for Exact Target

Roxio / Sonic Solutions — digital media software

Web Producer — march 2006 - sept 2011

Responsible for the design and development of Roxio and Sonic Solution's core websites, in-product touchpoints and digital marketing.

- Multiple site redesigns, rebranding with new look and feel
- Over a dozen flagship product launches across 15 regions
- Campaign optimization via SEO, analytics and AB testing
- Digital marketing: Email design and coding, display and affiliate

Knowledge

- Graphic & Design
- Front End Development
- Email Design & Coding
- Email Best Practice
- Responsive Web
- Responsive email coding
- Scrum

- XHTML, HTML5
- CSS / CSS3 / LESS / Sass
- PHP / MySQL

- JQuery
- Twitter Bootstrap
- Zurb Foundation

- Wordpress
- Shopify
- Constant Contact
- Mailchimp
- Responsys

Tools

- Mac OS X
- Windows
- Adobe Photoshop
- Adobe Illustrator
- Adobe Fireworks
- Adobe Dreamweaver
- Ultra Edit
- Sublime Text

- Salesforce
- Basecamp
- DevTrack
- Jira
- TeamSite
- AtTask

Freelance / Contract

Design + Coding — 2001-present

Clients

Current
- GentSupplyCo.com
- GiveSimple.com
- Parklifestore.com

Past
- SusanMarinello.com
- MyRume.com
- OnTimeSupplies.com
- FrogDog
- Delight, Inc.
- WetPaint.com

Services

- HTML/CSS
- Content Management
- E-mail design and coding
- Site layout and design
- Banner design
- Promotional graphics
- Print Collateral
- Web consulting

Education

University of Texas @ Austin — Class of 1999

Bachelors of Science in Advertising + Business Foundations