



# MARCOS CARRANZA

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Milwaukee, WI

Web Designer

**ABOUT** Creative student at MATC studying Web & Digital Media Design who has harnessed skills in the design process including ideating, wireframing, capturing personas, and user flows. From there, I can jump into web development using my core skills in HTML / CSS, PHP, JavaScript, and Wordpress. This dual expertise ensures the creation of visually compelling experiences and thoughtfully effective work.

## EXPERIENCE

### Freelance Web Designer

JUN '23 - SEP '23

Milk Comic Fest

- Designed, developed, and launched a website for a local comic book festival.
- Used skills in Content Management Systems, HTML / CSS, and SEO optimization to successfully launch an online identity for the Milwaukee one day event.

### Personal Barista

JUL '18 - Current

Pabst Theater Group

- Provided exclusive service for the touring talent with a personal coffee / espresso station.
- Solely in charge of handling barista duties such as making specialized drinks, inventory management, or answering any questions from the artists.

### Barista

APR '17 - Current

Colectivo Coffee

- Responsible for providing high-standard drinks and food in a fast-paced environment.
- Through the rigorous training process, was able to utilize my comprehensive skills and knowledge about the coffee-making process and educate customers who were fellow coffee lovers.

## SKILLS

- User interface design
- Wireframing high fidelity prototypes
- Adobe software proficiency (Photoshop, Illustrator, XD)
- WordPress experience
- Strong HTML / CSS skills
- Familiarity in PHP / MySQL
- JavaScript knowledge
- Understanding of SEO principles

## EDUCATION

### Associate's in Web & Digital Media Design

Milwaukee Area Technical College

MATC's coursework in interface design, responsive web design, user experience, and website development through coding with HTML, CSS, JavaScript, PHP/MySQL, etc., offer a comprehensive background in web design and front-end web development.