

ANA ROSE DELA CRUZ

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SUMMARY

- Recent graduate from Western Connecticut State University with a degree in Digital Media and Computer Science
- 3+ years of experience in website design and maintenance with WordPress and Wix while using exceptional critical thinking and problem solving to troubleshoot user experience and digital accessibility issues
- Recognized for outstanding communication as part of a team of student leaders offering career guidance
- Created projects that showcase organization, technical prowess, and attention to detail

TECHNICAL SKILLS

- **Design Programs:** Figma, Canva, Adobe Creative Suite (Photoshop, Illustrator, After Effects), Affinity
- **Content Management Systems (CMS) and Page Builders:** WordPress (Classic, Gutenberg, Elementor), Wix
- **Programming Languages:** HTML, CSS, JavaScript, Java, SQL, C++
- **Miscellaneous:** UX/UI Design, Responsive Web Design, SEO, Vector Graphic Design, Template Customization, Content Writing, Microsoft Office, Google Workspace

EDUCATION

Western Connecticut State University (Danbury, CT)

August 2020 - May 2024

Bachelor of Arts (B.A.) in Digital and Interactive Media Arts, Computer Science Concentration

Graduated with *magna cum laude*; GPA: 3.7/4.0; Dean's List for 4 semesters

PROFESSIONAL EXPERIENCE

Digital Craft Consulting (Remote)

Freelance Web Designer (Contract)

November 2024 - Present

- Design and develop websites for small businesses with the goal of driving traffic by crafting smooth user experiences, providing on-page SEO support, and implementing responsive web design principles
- Deploy an iterative website design process while demonstrating quick learning and proficiency in technologies such as Figma, WordPress, and Elementor
- Engage in creative collaboration on a small web design team to communicate ideas and meet project deadlines

WCSU Career Success Center (Danbury, CT)

WordPress Web Designer & Career Peer Leader (Internship)

March 2023 - May 2024

- Designed and maintained pages for the Career Success Center website using WordPress while implementing user experience (UX) and responsive web design principles
- Provided exceptional customer service to students and alumni seeking career guidance and assistance writing resumes and cover letters
- Eliminated 24% of the site's accessibility issues to help people of all abilities utilize career development services

Parker Dewey (Remote)

Independent Consultant

January 2024 - February 2024

- Completed a Micro-Internship for a MD-based startup that sells care packages for children in need by designing a responsive and user-friendly B2C e-commerce website on Wix ([The Little Care Package](#))
- Regularly communicated with the client to design a brand identity and satisfy the unique needs of the business
- Provided basic SEO (search engine optimization) support by incorporating keywords into HTML tags
- Utilized Adobe Illustrator and Photoshop for logo design, vector graphic design, and optimizing images for the web

AWARDS

- Best Digital & Interactive Media Senior Capstone Project at the WCSU Media Arts Film Festival (May 2024)
- Best Digital & Interactive Media Non-Capstone Project at the WCSU Media Arts Film Festival (May 2024)

PROJECTS

- Spirits industry non-profit website redesign made with Figma, WordPress, and Elementor (stepupinternship.org)
- Law firm website redesign & email marketing with Figma, Woocommerce, Elementor, and Canva (bruman.com)
- Art appraisal small business website designed with Figma, WordPress, and Elementor (artrarefied.com)
- Cabinetry business portfolio site designed with WordPress and Elementor (avelordesign.com)