



ERENDIRA RAMIREZ-ORTEGA

WEB DESIGNER

PERSONAL PROFILE

I am a seasoned Web Designer seeking freelance or contract work in the academic, corporate, or small business industries. I've launched stunning brands, and delighted my clients with my remarkable passion for digital design.

PROFESSIONAL SKILLS

- WordPress
- HTML CSS
- Graphic Design
- Copywriting
- SEO
- Theme Configuration
- Landing Pages
- Responsiveness
- Content Management
- Website Audit
- Update / Maintenance
- UI / UX

CONTACT INFORMATION

Mobile - 310-982-0101
Email - hello@ercreative.com
Portfolio - www.ercreative.com
LinkedIn: @erendiraramirezortega

PERSONAL INTERESTS

Blogging
Fiction Writing
Homeschooling
Reading
Camping
Hiking
Cycling
Cooking

RELEVANT EXPERIENCE

Web Designer

Juan Villegas, Mayor Pro-Tem, 2020 - present

- I redesigned an outdated website for a local official running for office. Added call to action buttons (donate to campaign, and join campaign), a solid color-palette, and a streamlined the user interface with one page scroll from top to bottom, as well as a menu bar to bio, book description, and contact page.

Web Designer

Pacific Baptist College, 2017 - present

- I provide creative and technical direction for the college website, specifically related to content and concept generation. Re-designed website to improve UI/UX. Added calls to action and graphics with consistent brand recognition, conveying the message of the college through strong copy, use of color, and seasonal stock images. I maintain website updates and create web-based promotional collateral for various events.

Web Designer

Burning Bush Press, 2015 - present

- I developed website for the organization from start-up. I refined the website project requirements, work flows, content, and other deliverables. I included a landing page, call to action, newsletter sign-up and contact forms, and blog. I also redesigned the website with new theme for biennial writing contest. I maintain website updates.

Web Designer

Liberty Baptist Church, 2014 - present

- I provide web design and development, as well as creative and technical direction for the church website, specifically related to editing and graphic design. Text sliders, calls to action, PDF downloads, map, staff, contact page, calendar, and FAQ accordion elements were part of the re-design to improve UI / UX.

EDUCATION

MILLS COLLEGE

M.F.A in Creative Writing,
1997 - 1999

UCLA

B.A. in Latin American Studies,
1995-1997

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WWW.EROCREATIVE.COM/ENDORSEMENTS