



STEVEN SARMIENTO

DESIGNER & DEVELOPER

ABOUT

I'm a multidisciplinary designer with experience and understanding of HTML, CSS, little bit of JavaScript, UI design, UX research, Visual Design & Marketing, User Acquisition, ASO and SEO.

I believe with a user-centric approach you should be able to grab the attention of your users while meeting both yours and their needs.

I'd like to build and work on projects that I have a passion for, keep me engaged, and challenge me. I strive to be a better designer, developer, and builder.

SKILLS

- Visual Design
- HTML / CSS
- User Acquisition
- Adobe Suite
- UI Design
- Video Editing
- Javascript
- Vender Management
- Sketch & Figma

EDUCATION

2011-2013

FULL SAIL UNIVERSITY

BACHELORS DEGREE, WEBDESIGN AND DEVELOPMENT

2008-2011

COUNTY COLLEGE OF MORRIS

ASSOCIATES DEGREE, CRIMINAL JUSTICE/POLICE SCIENCE

EXPERIENCE

August 2018 - November 2019

BRD

MARKETING MANAGER & DESIGNER

I helped grow BRD's user base to 2.5M global users in 170+ countries and helped grow monthly active users over 60%. We broke records in revenue, monthly active users, transaction volume, and other growth-driven KPIs month after month.

- Managed user acquisition for a consumer-facing mobile application on iOS and Android.
- Assisted in growing the global user base from 1M to 2.5M accumulative users and 250K monthly active users
- Managed a budget of 200K per month across various vendors and ad platforms.
- Worked with an executive team of 6+ to deliver initiatives for fund-raising and other business-related initiatives
- Visual designer for marketing department
- Email newsletter management in both ActiveCampaign, and MailChimp

August 2014 - August 2018

LIFEWEST & THE WAVE

WEB DEVELOPMENT & DESIGN

A Chiropractic graduate program helping shape the next generation of healthcare professionals and a 3 day annual even that brings together alumni, doctors, and other healthcare industry leaders to speak about healthcare and peak performance.

- Website Design, Development, and maintenance (HTML, CSS, Javascript, Wordpress).
- Increased online inquiries by 30% leading to more engagement with admission reps
- Visual design for the institution and the event

April 2013 - February 2014

RE:THINK

VISUAL DESIGNER

Rethink is a marketing and SEO agency that caters to local small and medium sized businesses. I was their sole in house visual designer making anything from icons and logos to interface designs and web page mock ups.

- Visual Design (Web pages, User interfaces, Landing Pages)
- Worked with many stakeholders including project managers, development teams and clients to ensure the product meets requirements