



VIOLET KHODAGOLIAN

SR. VISUAL & INTERACTIVE DESIGNER
/FRONT-END DEVELOPER

HELPING YOU
CREATE A
MINDFUL
BRAND IN
THE DIGITAL
WORLD.

SKILLS

- User Experience Design
- Web Design
- Branding
- Front-End Web Development
- User Interface Design
- Digital Marketing
- Graphic Design
- E-commerce

CONTACT

+1 818 516 5757
violetkhodagolian@gmail.com
www.designinla.com



EXPERIENCE

SR. WEB & DESIGN SPECIALIST

2020

Los Angeles Federal Credit Union | Apr 2012 - Present

Responsible for Designing, Developing and Implementing the website and digital marketing initiatives of the company. I am passionate about design, digital trends and innovation, and bring that along with a sound understanding of UX practices, audiences, social networks, and brands to my job everyday. Partial list of my duties:

- UX Design for new web applications, including journey maps, wireframes, information architecture, visual design and prototypes.
- Work with key stakeholders to create compelling and relevant online solutions to diverse audiences.
- Review established metrics and conduct ongoing competitive analysis to highlight potential market opportunities and identify ways to improve UX and engagement.
- Utilize quantitative and qualitative data to drive the design and experience of web applications.
- Plan, manage, and execute multiple projects with minimal to no supervision.
- Prepare assets and graphics for a wide range of media, including emails, displays, ads, and more.
- Assess and identify opportunities for process improvement and reduce execution complexity.
- Web governance, CCPA and ADA compliance.
- Provide strategy and expertise around website optimization, website conversion, information architecture, member growth, and SEO as it applies to design methodologies

ART DIRECTOR

2012

Studio PCH | April 2010 - Jan 2012 (On and Off Site)

Award winning architectural firm internationally recognized for designing NOBU restaurants worldwide. Provided art direction on concept, design and development based on strategic planning and creative direction to cater to sophisticated clientele. I also oversaw the creative team, development of website, training of new hires, organizing of complex source materials into integrated, coherent campaigns, and establishing brand guidelines ensuring consistency across all media.

FRONT-END DEVELOPER

2010

Toughbuilt | Jan 2009- Feb 2010 (On and Off Site)

Managed and developed new CMS e-commerce website focused on mobile-first, user experience and expendability. My role as a front-end developer entailed evaluating and improving the user experience, oversee content creation for SEO, maintaining the website, writing reusable codes, and ensuring the technical feasibility of User Interface.

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DESIGNER
/FRONT-END DEVELOPER

**SHE/HER:
SELF-STARTER
FOCUSED UNDER
PRESSURE
FLEXIBLE
EFFICIENT KIND
COMMUNICATIVE
PUNCTUAL
PASSIONATE
HIGHLY
ORGANIZED
MULTI-TASKER
CURIOUS
MINDFUL**

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EXPERIENCE (CONT.)

2009

ART DIRECTOR/ SR. GRAPHIC DESIGNER

[The ProMarket](#) | May 2006- Aug 2009

Responsible for all aspects of designing the 128-page monthly home and garden magazine including, project management, production, editorial content, supervision of freelance writers and staff designers in a high-volume fast paced environment.

2006

GRAPHIC DESIGNER

[EMWI Design Group](#) | Jul 2003- Jan 2006

A boutique style architecture, furniture and design firm featured in 30+ design publications. With focus on branding and design my main duties were to design; ads, press-kits, exhibition graphics, web design, promotional materials, product sheets, and large-scale signage. I also managed clients relations, attended product launch events, and coordinated product release parties.

2003

FREELANCE ART DIRECTOR/ SR. FRONT-END DEVELOPER

[DesigninLA.com](#) | Ongoing

I've had the privilege of managing a multitude of projects and leading creative teams for all size companies, from international multi-million dollar to start ups. My role has varied tremendously in the capacity of each project and client. Regardless of the industry, my focus is always to identify each clients unique needs and to find a creative solution for it. This in turn has led me to successfully do what I love for many years. Please visit [designinla.com](#) for recent work and testimonials.



EDUCATION

BACHELOR OF FINE ARTS, MAJOR IN GRAPHIC DESIGN

University of Fullerton | 2000- 2003

ASSOCIATE DEGREE, MAJOR IN PHOTOGRAPHY

Pasadena City College | 1997-1999



TOOLKIT

Adobe Dreamweaver
Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe XD
Sketch
Bootstrap 4.0
Wordpress
E-commerce
Google Analytics
Microsoft Office

LANGUAGES

HTML
CSS
JS
Jquery
PHP
Swedish
Armenian