



Wendy Escobar

UXUI/ Digital-Print Designer & Marketer

ABOUT ME

Highly motivated and creative designer marketer with a strong knowledge and experience in the creative field; very confident of my ability to perform my job with excellence due to my technical and personal skills gained over my creative career.

ME IN A FEW WORDS:

Good Character. This plays a huge role in the everyday life of a designer, specially when u r working with tight deadlines and under pressure, Never forget to enjoy your job while delivering the best of you in your creations.

EDUCATION

2022-2022

PRODUCT DESIGN CERTIFICATION
ELVTR ONLINE COURSES - CONTINUING EDUCATION

2020-2021

MASTER UX/UI
CICE ESCUELA DE TECNOLOGIA, MADRID

2009-2011

A.A. IN WEB DESIGN AND DEVELOPMENT
IADT Online

2004-2006

ASSOCIATE OF SCIENCE IN GRAPHIC
KAPLAN INSTITUTE

EXPERIENCE

2022 - PRESENT

UX/UI DESIGNER
TALENT-EI
Detroit, Michigan

2016 - 2021

SENIOR DIGITAL DESIGNER II
WESTGATE RESORTS HOSPITALITY
Ocoee, Florida

2015 - 2016

INTERACTIVE MARKETING DESIGNER
WYNDHAM VACATION OWNERSHIP
Orlando, Florida

2015 - 2015

DIGITAL MARKETING PRODUCTION
WYNDHAM VACATION OWNERSHIP
Orlando, Florida

2014 - 2015

WEB-MARKETER DESIGNER
PRODUCTIONHUB
Winter Park, Florida

2008 - 2014

ART DIRECTOR
MOON-WALKER SALES
Saint Cloud, Florida

ATTRIBUTES



SKILLS

AFTER EFFECTS	●●●●●●●●●●
ADOBE XD	●●●●●●●●●●
ILLUSTRATOR	●●●●●●●●●●
PHOTOSHOP	●●●●●●●●●●
INDESIGN	●●●●●●●●●●
DREAM WEAVER	●●●●●●●●●●
HTML	●●●●●●●●●●
CSS	●●●●●●●●●●
BOOTSTRAP	●●●●●●●●●●
WORDPRESS	●●●●●●●●●●

CONTACT

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WORK SAMPLES



Web Banner
Work Sample > Page 1



Web Banner
Work Sample > Page 2



Web Banner
Work Sample > Page 1



Web Design
Work Sample > Page 2



Web Banner
Work Sample > Page 1



Print Ad
Work Sample > Page 2



Responsive E-mail Newsletter
Work Sample > Page 3



Web Banner
Work Sample > Page 4



Print Ad
Work Sample > Page 3



Responsive E-mail Newsletter
Work Sample > Page 3



Acrylic Painting
Work Sample > Page 4



Acrylic Painting
Work Sample > Page 4

A promotional banner for Hawaii featuring a surfer riding a large wave. On the left, there is a white graphic of a hibiscus flower on a blue background. The text 'Explore Hawaii' is in a script font, followed by 'SAVE up to 15%' in bold. Below this is a 'View Deals' button and the text 'Reservation Terms apply.' The location 'Big Island, Hawaii' is noted at the bottom right.

Explore
Hawaii

SAVE
up to **15%**

[View Deals ▶](#)
Reservation Terms apply.

Big Island, Hawaii

A promotional banner for Orlando and Vegas featuring a stylized green map of the United States. Various states are labeled: Montana, Nevada, Arizona, Texas, California, New York, Washington D.C., and Florida. The map is decorated with icons like cacti, palm trees, a bridge, and the Statue of Liberty. To the right, the text 'from ORLANDO to VEGAS' is displayed with an airplane icon, followed by 'SAVE up to 25%'. A 'View Deals' button and 'Reservation Terms apply.' text are at the bottom right.

from
ORLANDO
to **VEGAS**

SAVE
up to **25%**

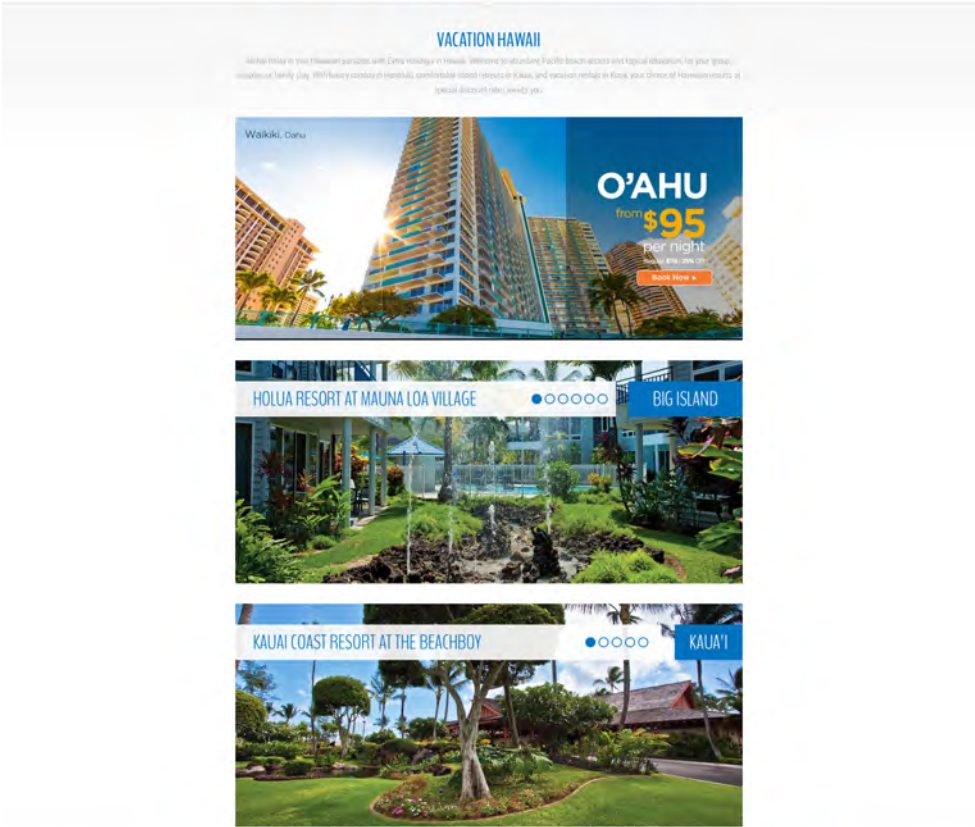
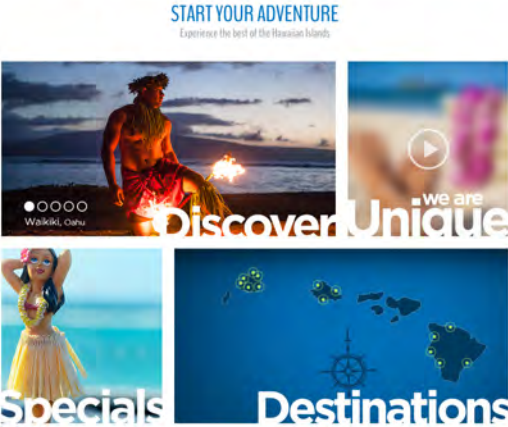
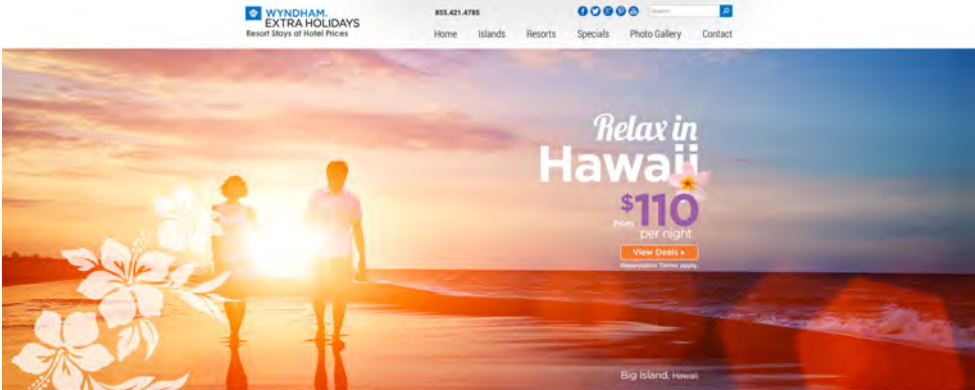
[View Deals ▶](#)
Reservation Terms apply.

A promotional banner for ski resorts featuring a skier in a yellow jacket on a chairlift against a snowy mountain background. The text 'Ski Resort Destinations' is in a large sans-serif font, followed by 'SAVE up to 25%'. Below this is a 'View Deals' button and the text 'Reservation terms apply.'

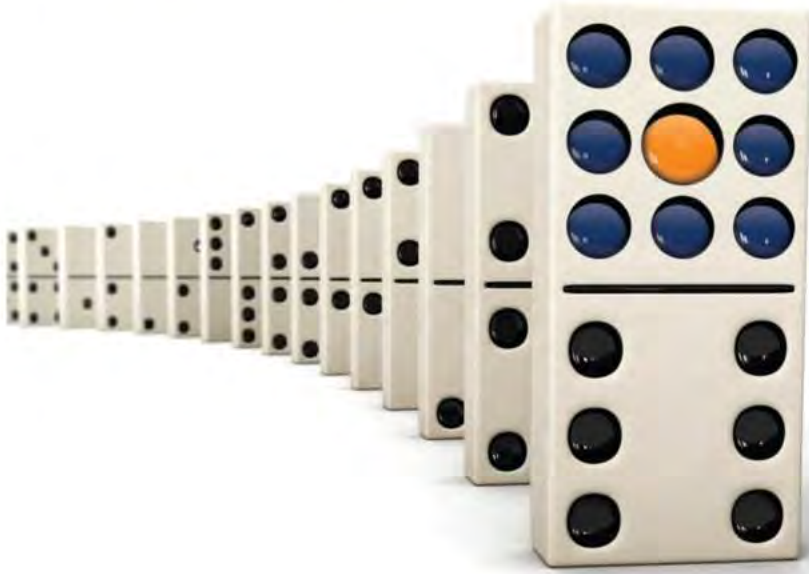
Ski Resort
Destinations

SAVE
up to **25%**

[View Deals ▶](#)
Reservation terms apply.



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from 4-6pm

Booth No. C12130

Brought to you by





The "Eye" of the Marketing Storm

Todd Andrus, Head of Marketing
The Orlando Eye, Madame Tussauds Orlando & SEA LIFE Orlando

Wed. Jan. 14th at Carrabas
8355 International Drive, Orlando, FL 32819

Sign up now for Early Bird Registration: The 'Eye' of the Marketing Storm | AMA-CFL Jan. 14 Program!

Jan 2015

14

REGISTER HERE!

Orlando is known as the Theme Park Capital of the World. Entering into this competitive market with one attraction is a daunting task. Now imagine entering the Orlando market with three attractions at the same time.

In spring of 2015, that will be the task of Todd Andrus, Head of Marketing of The Orlando Eye, Madame Tussauds Orlando, and SEA LIFE Orlando.

Please join AMA-CFL as Todd will provide marketing insights into the launch of these three attractions.

Delicious food served by Carrabas, and one beer/wine drink ticket provided by AMA-CFL.


5:30-6:30: Registration / Networking

6:30-7:30: Todd Andrus presentation

7:30-8:00: Questions, Networking

Who should attend?

Anyone interested in research, test concepts, PR focused approaches, marketing products & services, local attractions or the world of entertainment & tourism / destination marketing.





IN THIS ISSUE:



New Year — New Additions to Your Magazine!



You may remember that we sent out a readership survey last fall asking for your feedback on your Faces + Places magazine. With more than 1,000 responses, here is what you told us:

In any single issue, which would you prefer?

36% - Multiple short report features that provide a high-level overview of each

24% - One in-depth report feature that offers lots of insights into that property and everything it offers

What type of vacation information is most useful to you?

38% - Learning about different resorts

42% - Upcoming events and vacation ideas

28% - Travel tips (transport, maps, what to pack, etc.)

2% - Other (if other, please specify in free question)

When you view publications online, what device do you typically use?

55% - Desktop computer

21% - Tablet

11% - My (laptop or never view publications online)

9% - Smartphone

You also provided great information and insights as to how you travel, what you like to do while on vacation and what you'd like to see more of in your owner publications.

With all of this in mind, we included some new types of content into your printed owner magazines this year including the return of the "Resort Report" section, offering new games through "The Game Club," giving you a look at the people who put your magazines together with an "Editor's Insight."



How to 'Draft' Great Content that Doesn't Get Stale

Tues., March 24: 5:30-7:30 PM @ Brass Tap on Mills

Speakers on Tap: Kristen Manieri, Orlando Date Night Guide

Greg Rollett, the Celebrity Agency

Los Silva, Author of the book "Local Marketing for Busy People

Mark Baratelli, the Daily City & Food Truck Bazaar

Moderator: Lynnette Leathers, Mindspot Research