

# Reena Ngauv

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## EXPERIENCE

Senior Digital Designer, Zamboni Company

2015 - Present

### Web and Mobile App Project:

- **Worked directly with Brand Manager, Engineer, and Off-Site Development Team**
- Stakeholders: President, Vice President.
- Time from start of work to launch = Ongoing.
- Developed a rough sketch of a vision of what the app could be from Vice President's napkin sketches.
- Created rough wireframes in Adobe XD to explain the concept to the off-site development team.
- Created high-fidelity wireframes in Adobe XD to explain the concept to the C-Suite Executives.
- Ongoing meetings and collaboration through Basecamp and phone conferences with the off-site development team to keep the project moving forward.
- Research other app integrations for outbound email, cloud storage, videos.
- Tools used: Adobe XD, Illustrator, Photoshop, Dropbox, Vimeo, MailChimp, Mandrill, Basecamp

### Sales Materials Rebrand Project:

- **Worked directly with Brand Manager**
- Completely reviewed all sales materials in use - presentation folder, brochures and technical specifications sheets for each machine model and brochures for optional features.
- Created a prototype of new presentation folder design to demonstrate the Zamboni machine opening up the snow tank to reveal the contents inside to present to internal stakeholders for approval.
- Iterated the design across the entire product line. Sourced photography and information for the 16 products.
- Designed brochures suitable for use by North American and international distributors.
- Worked with printing company to digital proof and press proof files to go to print.
- **Time from start of work to launch = 6 months.**
- Tools used: InDesign, Illustrator, Photoshop, Acrobat Pro, Basecamp

### Email Marketing Launch for Internal Authorized Distributors and Owners:

- **We taught distributors how to navigate the membership portal. Members who were hesitant to use the membership website to download critical materials learned that the website was a valuable resource and became active users.**
- Set up a MailChimp account and created a template that was inline with the look of the new brochures.
- I successfully sent out more than 20 campaigns within 12 months to machine owners and distributors.
- Analysis revealed that the email campaigns boosted sales for products that were advertised in them.
- Tools used: MailChimp, Photoshop, Basecamp

### Product Pages Rebrand Project (ongoing):

- Rebranded product pages to refresh the main website to be more in line with the updated sales materials.
- Updates were also done to parts of the membership site in order to refresh the look.
- I modernized the look of an outdated WordPress template without breaking the site or making it appear out of place compared to the non-updated pages.
- Tools used: WordPress, Visual Composer, Site Builder, Basecamp

Safety Label Translation Project:

- Reengineered design files for a massive 50+ safety and operation labels project and executed them across 11 language translations.
- **Created 5 Master InDesign Files with Master Safety Label layout to be used across all 11 languages. Then I created a “One Ring to Rule Them All” Master of those Master design files that would allow me to update the pictograms across all the files all at one time.**
- Created a Automator program to rename exported EPS labels with correct country language code and label number with a few clicks.
- Used Basecamp to track translation and design file changes needed across all 11 languages.
- Tools used: InDesign, Illustrator, Acrobat Pro, Basecamp.

**WordPress & Marketing Collateral Designer / Consultant**

**2011 - 2015**

Kids on Keys NYC Project:

August 2014

- **Redesigned a small business website, setup email marketing, and provided video training on how to maintain the website and do simple web updates.**
- I set up a Basecamp project to ensure constant communication between the client and myself.
- I set up Project goals, tasks, progress milestones, and payment milestones so that the client was aware of the schedule and any dependencies at each stage of the project.
- Fixed old Gravity Forms Payment forms to reflect current prices.
- Researched and Mocked up potential new responsive WordPress Templates for Client.
- Facilitated Skype conference to guide client to pick a template that would work best for her business.
- Customized the new template and recreated the entire website WHILE keeping the old site up to reduce any loss of customers.
- QA and launched the new site in time for client to use it at her booth at the FestiFall Street Expo.
- **Time from start of work to new site launch = 1 month.**
- Created 11 step-by-step custom training videos for client on how to make changes to her site.
- Facilitated a Skype training session to educate client and “hand over the reins” of her site.
- Designed and setup Thanksgiving and Christmas Email marketing campaigns for client using MailChimp.
- Advised client on how transfer her customer invoicing process over to SquareUp
- Tools used: Adobe Creative Suite, WordPress, MailChimp, IFTTT, Zapier, Basecamp, SquareUp, On the Job, Dropbox, Skype, YouTube.

**CORE COMPETENCIES**

**Design Software:**

Adobe Creative Suite: Photoshop,  
Illustrator, InDesign, XD, Spark, Bridge,  
Acrobat  
WordPress  
MailChimp  
Microsoft Word / Pages  
Powerpoint / Keynote

**Collaboration Tools:**

Google Docs  
Dropbox  
Basecamp  
Skype  
YouTube

**Business Tools:**

IFTTT  
Zapier  
SquareUp (Invoicing)