



HELENA VASQUEZ

Web Designer

Design lead with 12 years across e-commerce, media, and direct-to-consumer brands. Builds and manages small design teams, owns design systems from token to shipped component, and works directly with engineering and product on roadmap tradeoffs.

Location

Brooklyn, NY

Phone

(718) 555-0104

Email

helena.vasquez@example.com

Education

Bachelor of Fine Arts,
Communication Design, Parsons
School of Design, 2013

Key Skills

- Design systems and tokens
- Figma (advanced)
- Style Dictionary
- Shopify Plus
- Webflow
- Hand-coded markup, styling, and basic scripting
- Design ops
- Hiring and team management
- Roadmap planning with engineering
- Accessible design practices
- Stakeholder presentation
- Performance-aware design (Core Web Vitals)

Professional Experience

Design Lead, Web, Halberd & Finch, Brooklyn, NY
2021 - Present

- Lead a team of four web designers and one design technologist supporting a direct-to-consumer portfolio of six brands on Shopify Plus.
- Rebuilt the shared design system in Figma with tokenized color, type, and spacing that syncs to production via Style Dictionary; onboarding time for new designers dropped from six weeks to two.
- Owned the replatform of the flagship brand's storefront; sitewide conversion rose 18% and average page load time fell from 3.6s to 1.9s.
- Run quarterly portfolio reviews with the CMO and set the design roadmap alongside engineering leads.
- Hired three of the current four designers and built the interview loop, including a paid take-home critique.

Senior Web Designer, Millrace Media, Jersey City, NJ
2018 - 2021

- Led design on a subscription news product, including paywall flow, account center, and reader preferences.
- Shipped a redesigned article template that improved scroll-through rate on long-form pieces and reduced ad-layout complaints from the newsroom.
- Partnered with the search lead on template changes that lifted organic traffic on evergreen articles.
- Introduced a component-based approach in Figma that replaced 40+ one-off page mockups per month with reusable blocks.
- Mentored two mid-level designers on systems thinking and stakeholder critique.

Web Designer, Cedarline Agency, Hoboken, NJ
2015 - 2018

- Designed 40+ marketing sites for B2B clients in logistics, insurance, and industrial manufacturing.
- Owned art direction on a rebrand for a national logistics client, from moodboard through launch site.
- Built the agency's first internal pattern library in Sketch, later ported to Figma.
- Presented design concepts directly to client stakeholders, including VP and C-suite audiences.

Junior Web Designer, Ravenwood Studio, Newark, NJ
2013 - 2015

- Produced landing pages, email templates, and display ads for a rotating roster of eight to ten retainer clients.
- Learned production markup and styling on the job under a senior designer.
- Built the studio's first responsive email template used across all client accounts.

