

# CARMELO DI BELLA

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**CSSmelo.com**

## PRO FILE

Highly skilled and accomplished Senior Frontend Designer/Developer with extensive experience in leading and guiding creative teams. Consistently delivering innovative and impactful design solutions across various platforms. Seeking an exciting opportunity to leverage expertise in developing and executing imaginative strategies that drive brand growth and achieve organizational objectives.

## WORK EXPERIENCE

### CAREER HIGHLIGHTS:

Taking GGW Brand's  
**GirlsGoneWild.com**

from a **34%**  
**BOUNCE RATE**  
and converted it to

**11%**

**MOBI-DART:**  
Designed & Developed  
**! PROTOTYPE !**  
WEB / MOBILE APP

That Earned  
**\$1 MILLION**  
DOLLARS  
IN ANGEL INVESTMENT FUNDS

### MORE EXPERIENCE:

- UX/UI DESIGNER  
JIXEE  
2010 - 2014
- PRINT/WEB DESIGNER  
& CONCEPT ARTIST  
THE SAFE CIG  
2012 - 2013
- SOCIAL MEDIA  
DESIGNER  
NORTH SOCIAL  
2012
- WEB DESIGNER &  
FRONTEND DEVELOPER  
KOSS RESOURCE  
2011
- SENIOR WEB DESIGNER  
WEBQUEST.NET  
2010 - 2011
- FLASH DESIGNER  
& WEB DESIGNER  
GAME SHOW NETWORK  
2009 - 2010
- FLASH DESIGNER  
MOBILE MESSENGER  
2008 - 2009
- MAC SPECIALIST  
APPLE COMPUTER  
2006 - 2010
- MULTIMEDIA  
GRAPHIC DESIGNER  
IMAGE FACTORY  
2006 - 2008

## Sr. Graphic Designer

### Trident Asset Group

2019 - 2023 WEST HILLS, UNITED STATES

- Spearheaded the design and development of visually captivating landers and forms catering to diverse target audiences and brands.
- Demonstrated expertise in frontend development, utilizing CSS and HTML to create engaging user interfaces.
- Proficiently customized and reskinned websites to align with brand guidelines and enhance user experience.
- Conducted comprehensive website reviews across multiple devices to ensure optimal UX for each project.
- Actively contributed in live white-boarding sessions, providing innovative solutions and ideas during meetings.
- Successfully led scrum meetings and served as a proactive leader for the development team.

## FrontEND Designer/Developer

### iBrand LLC

2015 - 2019 LOS ANGELES, UNITED STATES

- Designed and developed responsive websites, effectively translating design concepts into live websites and landing pages utilizing CSS and HTML
- Customized and reskinned exclusive entertainment CMS member-only sections, enhancing user experience and visual appeal
- Produced captivating tour landing pages, ensuring seamless navigation and optimal conversion rates
- Developed diverse brands and graphics, incorporating innovative design elements to establish strong brand identities

## Sr. Web/Print Designer

### Longboard Marketing

2008 - 2015 LOS ANGELES, UNITED STATES

- Developed engaging and interactive websites, ensuring a seamless user experience across various platforms and devices
- Designed captivating offline POPs, effectively translating them into visually appealing online marketing assets
- Successfully executed mainstream marketing campaigns as well as affiliate marketing programs and sweepstakes
- Utilized active verbs in past tense to maintain and enhance existing ad media content, including static banners, animated gifs, and full flash ads
- Implemented user-friendly design principles to optimize website usability and information accessibility.