

Gerrilynn Punzalan

Digital Designer

Profile

Employment History

Education

Links

Details

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I have over 5 years of experience in digital design. I am a highly creative and innovative individual with a strong passion for all things digital design. I have a keen eye for detail and an excellent understanding of the latest trends and technologies within the industry. I am also an extremely proactive person who is always looking for new ways to improve my skillset.

Senior Digital Designer at Bad Rabbit, MS

Apr 2022 - Present

- Led the design of a new responsive website for a major client, increasing traffic by 25%.
- Designed and implemented an e-commerce platform that increased online sales by 50%.
- Redesigned company's flagship product, resulting in a 10% increase in users.
- Created an award-winning marketing campaign that generated 500k+ views and helped increase brand awareness by 15%.
- Worked with team to develop UX/UI guidelines used across all products which resulted in 20% less support requests.

Digital Designer at Big Black Delta, MS

Sep 2017 - Mar 2022

- Led the design of a new website that received 1 million unique visitors in the first month.
 - Designed a campaign that increased web traffic by 20%.
 - Created an email template that had a 50% open rate and a 10% click-through rate.
 - Won an award for Best Digital Design at the annual industry conference.
 - Was featured in Top 100 list of designers to follow on social media.
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Associate of Arts in Graphic Design at Mississippi State University

Sep 2012 - May 2017

Some skills I've learned are how to use graphic design software, how to communicate with clients, and how to create designs that are both effective and appealing to the eye.

[linkedin.com/in/gerrilynnpunzalan](https://www.linkedin.com/in/gerrilynnpunzalan)