

MICHAEL TRIPARI

WEBSITE & GRAPHIC DESIGNER
PORTFOLIO: MICHAELTRIPARI.COM



(717) 314-7438



hello@michaeltripari.com



Lancaster, PA 17602

About Me

I am a web and graphic designer with a passion for creating visually appealing and user-friendly designs. With 10+ years of experience in the marketing and advertising industry, I have developed a strong set of transferable skills, including project management, web maintenance/troubleshooting, and design expertise using various software tools and platforms.

Relevant Skills

Design Tools:

- Photoshop
- InDesign
- Illustrator
- Lightroom
- Figma
- Canva

Web Technologies:

- Wordpress Design & Development
- Oxygen Visual
- Elementor
- Shopify
- Mailchimp

Front-End | Back-End Dev: Fundamentals

- HTML5
- CSS3
- JavaScript
- jQuery
- MySQL

Experience

Tetrad Marketing: 08/2011 - 11/2022

Digital Marketing Professional | Web & Graphic Designer

- Managed web design projects for clients, ensuring timely delivery and adherence to design specifications.
- Collaborated with the team to develop effective digital marketing campaigns and optimize website performance.
- Utilized user feedback and analytics data to make data-driven design decisions and improve website usability.
- Led design brainstorming sessions and provided creative direction to junior designers.
- Created visually appealing graphics, illustrations, and branding materials.
- Developed engaging social media visuals and advertising assets.
- Designed eye-catching logos, brochures, and promotional materials.
- Produced high-quality print and digital advertisements.
- Crafted visually cohesive and user-friendly website layouts.

SCORE Lancaster: 06/2012 - 10/2013

Marketing and Operations Committee

- Supported SCORE's mentoring and workshop programs, aiding small businesses in their growth and success.
- Presented online strategies to the executive team, aligning with overall marketing objectives.
- Executed marketing and operations projects, including website redesign, maintenance, and analytics, social media marketing, and video marketing.
- Enhanced engagement with entrepreneurs and small businesses in Lancaster, PA.
- Contributed to SCORE's mission of supporting and empowering small businesses.

Education

Sololearn: 2022

Introduction to Programming Using Java
Credential ID: CT-XOGUHXWQ

Lancaster County Career and Technology Center: 2010-2011

Computer Systems Technology Program at (LCCTC)

Certified: CompTIA A+, CompTIA Network+, Amp Net-Connect