



Brandon Cooper

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Portfolio

Key Skills

- E-commerce product design
- Conversion rate optimization (CRO)
- A/B testing and performance tracking
- Adobe Photoshop and Illustrator
- Shopify and WooCommerce design
- Email marketing graphics

Innovative and Data-Driven E-Commerce Graphic Designer

Skilled e-commerce graphic designer with seven years of experience creating high-performing product images, landing pages, and digital ads. Adept at A/B testing and optimizing visuals to drive conversions and sales. Passionate about crafting designs that enhance UX and improve brand performance.

Professional Experience

E-Commerce Graphic Designer

TrendyTech Brands | San Diego, CA

May 2020 - Present

- Designed product images, landing pages, and digital ads that increased online sales by 30%
- Conduct A/B testing on marketing visuals to optimize conversion rates
- Develop branded assets for Shopify and WooCommerce stores

Graphic Designer – Digital Commerce

Retail X Marketing | San Diego, CA

July 2017 - April 2020

- Created high-quality graphics for Amazon, Shopify, and social media ads
- Designed promotional emails that boosted customer engagement by 25%
- Optimized product descriptions and visuals for search engine visibility

Education

San Diego State University | 2017

Bachelor of Science in Graphic Design (B.S.)

Certifications

- Adobe Certified Expert (ACE) – Illustrator | 2018
- Certified E-Commerce Specialist (CES) | 2021