Brandon Cooper

E-Commerce Graphic Designer

San Diego, CA 92101
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(555) 777-4444
Portfolio

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.

Key Skills

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E-commerce product design

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Conversion rate optimization (CRO)

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A/B testing and performance tracking

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Adobe Photoshop and Illustrator

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Shopify and WooCommerce design

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Email marketing graphics

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

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

San Diego State University | 2017

Certifications

Adobe Certified Expert (ACE) – Illustrator

2018

Certified E-Commerce Specialist (CES)

2021