

# GERREN RABIDEAU

» SENIOR WEB DESIGNER

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+1.774.526.5344

96 Margin St. Salem, MA 01970

» QUALIFICATIONS

Highly self-motivated and results-driven creative designer and programmer with more than 14 years of experience with high-performance web design & development. Detail-oriented and methodical with insightful critical thinking to resolve operations and people-centric work issues even under stressful work conditions. Flexible and adaptable in achieving high productivity amidst fast-paced work environments and demanding assignments. Well-organized and resourceful with multitasking skills that optimize resources to achieve outstanding results from concurrent tasks with or without supervision.

» PROFESSIONAL EXPERIENCE

LogMeIn.com  
**Senior Designer**  
**Web Designer**

Jan 2013 – May 2014  
Jan 2008 – Jan 2013

Responsible primarily for designing and developing landing pages for A/B testing, product launches and marketing campaigns. Designed and built HTML emails, Flash banners for vendor websites. Managed daily marketing design, including supervising three freelancers. Handled logo design, coordinating with European product design team.

- » Designed LogMeIn.com site. Performed site and banner localization, creating landing pages for Exact Target and SilverPop, banners, videos, eComm flows, HTML emails, more marketing campaigns, and illustrations.
- » Designed the interface for join.me (the fastest growing online meeting tool in the US). Developed branding for Cosm.com and other LogMeIn products. Created interactive HTML 5 projects, Facebook apps, and acted as technical admin to all social media pages. Branded, designed and built interactive pages for join.me, Cubby.com, AppGuru.com, blog.logmein.com, and boldchat.com/mobile.
- » Managed social media apps, designed and coded for Optimizely. Provided technical administration for all company blogs. Developed interactive HTML templates, landing pages and advertising for national campaigns.

Yesware.com • RGlobal.com  
**Freelance Designer**

2013

Designed landing pages for YesWare.com. Designed and built RGlobal.com, a VC company responsive site. Used WordPress with a focus on A/B testing. The theme of the site was Customer Acquisition.

Monster.com  
**Production Artist and HTML Coder**

Nov 2006 – Dec 2007

Served as junior-level designer, primarily building and implementing designs by senior designers. Created Flash banners, landing pages, and HTML emails.

» KEY EXPERTISE

UX/UI Design  
Marketing & Sales  
Front-End Development  
Responsive Design  
Product Branding  
Logo Design  
Media Content Development

**Technical:**

Adobe Creative Suite  
HTML  
CSS  
JavaScript / jQuery  
PHP/.NET  
Color Management  
Optimizely  
WordPress Development  
Flash & other Video Tools  
Agile Process Development  
Google Analytics  
MS Office

» EDUCATION & AWARDS

BFA in Visual Design with  
Illustration Option,  
UNIVERSITY OF  
MASSACHUSETTS,  
Dartmouth 2004

Marketing Innovation Award,  
LOGMEIN, 2011

Marketing Innovation Award  
Nominee, LOGMEIN, 2013