

Don Vanderloo

donvanderloo.com <https://www.linkedin.com/in/donvanderloo> Rocklin, CA 916-847-1496 don@donvanderloo.com

PROFESSIONAL PROFILE

A web professional with over 15 years of hands on experience designing and implementing responsive web applications that are search engine optimized and conform to brand identity. A motivated self starter who enjoys learning and exchanging ideas in a collaborative setting, and brings a positive can-do attitude to every project.

EDUCATION

Chico State University - Bachelor's, Art Studio
Self Study - CSS, jQuery
lynda.com - PHP, MySQL

American River College - HTML/Desktop Publishing
UC Davis - Web Programming Logic
Sierra Community College - Graphic Design
Foothills Community College - Flash

SKILLS & QUALIFICATIONS

- PHP
- MySQL
- jQuery
- CSS
- HTML
- Web Design
- UX Design
- UI Design
- Graphic Design
- Video Production & Editing
- Illustration
- Digital Image Manipulation
- Wordpress
- Adobe Illustrator
- Adobe Dreamweaver
- Adobe Photoshop
- Adobe Acrobat
- Adobe Premiere Pro
- Adobe InDesign
- Adobe Flash

EXPERIENCE

Web Content Specialist

Raley's Family of Fine Stores, West Sacramento, CA - 2005 to 2017

- Design and development of responsive SEO friendly web pages and microsites.
- Banner ad design for multiple third party outlets including online news and social media.
- Video production, editing and compression for online presentation.
- Daily maintenance of corporate websites including eCommerce presentation.
- Train and oversee staff in weekly and intermittent email marketing campaign designed to reward current members and grow the customer base.
- Train and oversee staff in the use of our content management system and regularly QA input to correct any errors and assure brand conformity.

Production Artist

Raley's Family of Fine Stores, West Sacramento, CA - 2004 to 2005

- Desktop publishing
- Communicate with vendors to obtain product and art in timely manner.
- Submit materials to proper departments to be photographed and/or digitally manipulated.
- Proof Reading

Graphic Designer

The Sacramento Bee, Sacramento, CA - 2001 to 2004

- Layout and design of printed ads for inside and outside vendors.
- Digital manipulation of raw imagery to ready for various media.
- Web Design, implementation and maintenance of team site on company intranet.
- Copy Writing
- Proof Reading
- Photographic Layout

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REFERENCES



Vince Mastracco
Real Estate Agent & former
golf radio show host
March 23, 2014, Vince was a
client of Don's

Don Vanderloo is a talented graphic designer with skills and experience in multiple platforms. His technical expertise with website design and search engine optimization are at the head of the class. On top of that he follows through and is thorough and caring about how he performs.



John Yoyogi Fortes
Artist - NorCall Painter
May 6, 2013, John Yoyogi worked
with Don in different groups

While working at Raley's I had the pleasure of working with Don Vanderloo on various projects in the Advertising Department. Don was instrumental in creating Raley's first video interface as well as embedding the videos on their corporate website. Not only is Don adept at web design and coding, he is an experienced print designer as well. Don has always stayed abreast of current trends and technology as they pertain to the web and would be a good addition to compliment any design or media team.



Heather Fortes
Senior Manager of
Ecommerce
Photography/Video
Production at Cost Plus
World Market
April 29, 2013, Heather worked
with Don in different groups

Don and I worked together in the creative departments at Raley's in West Sacramento. Although we worked in different areas of creative, I always found Don to be extremely loyal, trustworthy, hard working and a team player. Don loves a challenge, and he happens to make a mean carne asada taco too! He would be a great addition to any creative team.



Ernie Peters
Graphic Designer
April 24, 2013, Ernie worked with
Don in different groups

Don Vanderloo is a consummate professional. He is an excellent web designer and graphic artist who combines a no-nonsense, diligent work ethic with a keen wit and sense of humor. He is a team player who would be a valuable asset to any company. I am also confident that any business would find Don's web designing skills a key component in making their business plan a success.



Michael Lidskin
Business Intelligence
Developer/Analyst at Raley's
April 24, 2013, Michael worked
with Don in different groups

Don is a good example of "getting it done". He has a history of learning whatever new skills he needs to stay current. He is proficient both technically and artistically, and does meticulous work. He is the complete package as a web designer.



Erik Hosino
Senior Graphic Designer at
VSP
April 24, 2013, Don worked with
Erik in the same group

Don is a very talented employee who possesses a rare blend of front-end web design with development skills. He also has a pleasant personality and a strong work ethic. It was a pleasure working with Don.



Jodi Westfall
Art Director at ALLDATA, an
AutoZone Company
April 23, 2013, Jodi was a client
of Don's

I hired Don as a freelance designer and would highly recommend both his work and professionalism. I was able to outline the project, provide needed assets and let him be. He always delivered finished, quality work on time or before promised. Don is highly skilled whether he is tasked with a new design or asked to follow specific direction. He gave me the freedom to focus on other matters since I trusted him to deliver.
Jodi



Christine McGlasson
Marketing Consultant - 50
Plus Communications &
Voice-Over Announcer
April 23, 2013, Christine was
senior to Don but didn't manage
directly

Don is an exceptional graphic designer. He brings enthusiasm, energy, and a brain-load of creativity to every project. A highly-disciplined artist, Don meets impossible deadlines, while maintaining calm, rational and objective personal qualities.



Sammy Jimenez
Systems Engineer at Raley's
Corporate Office
April 23, 2013, Don worked with
Sammy in the same group

Vanderloo is a highly talented and creative web designer. While I am Systems Engineer at Raley's, I always found him to be very professional, highly motivated, and well-liked by his peers. The success of the Vanderloo's websites can be directly attributed to his attention to detail and innovation. I recommend him to people & companies who want to take their website development to the next level



Manuel Carlos
Senior Designer
November 18, 2011, Don worked
with Manuel in the same group

Don is a great guy to work with. He is very good with creating code in any format including HTML and action script.



Craig Schindler
Professor at Woodland
Community College
January 8, 2011, Craig was a
client of Don's

Don is an excellent web designer and graphic artist and a pleasure to work with. His communication skills are exceptional as well as his problem solving abilities.



**Phil Vanderloo LEED AP
BD&C LEED AP Homes**
Owner/President of Hilline
Builders Inc.
January 27, 2010, Phil was a
client of Don's

I've recommended Don to several friends for web site design and they were all completely satisfied with the result and felt they got good value for their investment. I will continue to recommend Don to anyone I know looking for professional web design services.



Anthony Ordonez
Creative Director at
Wonderful Union
September 29, 2009, Don worked
with Anthony in the same group

Don is a great person to work with. He is very informative and is always there to lend a helping hand. He knows how to keep our work environment fun and still remain focused on our job duties.



Darin Ramzinski
Director of Noble IQ Product
Support
September 29, 2009, Darin was a
client of Don's

I had the pleasure of working with Don on a website project which the customer had requested extensive flash development. Don did a fantastic job on the website. He was extremely easy to work with, highly flexible, professional at every juncture and was able to pull requirements out of the customer for which the customer didn't even realize were necessary. I would recommend anyone looking for website design and development or other related work, consider speaking with Don first. I can guarantee working with Don will make their experience more enjoyable and more memorable.



Eric Luchini
Regional Event Marketing
Management Northern
California
September 28, 2008, Eric
managed Don directly

Don worked for my sales team as a graphic artist for just over a year. He had very creative ideas and always met deadlines. You can depend on Don to get your visual message out--when it needs to be.