

ERIC SZETO

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EXPERIENCE**2013 - PRESENT**

Founder

Shades of Sugar Bakeshop | Oakland, CA

- Crafted original recipes with experimental flavor combinations for macarons and other pastries
- Developed brand identity, packaging, soft launch website design, social media photography and signage for festivals and events
- Established on-going relationships with retailers, community members and event organizers
- Managed production schedule and order fulfillment process

2006 - PRESENT

Senior User Experience Designer

Sparkart Group, Inc | Oakland, CA

- Led web development of legacy and new clientele projects
- Designed e-commerce and community solutions for clients ranging from We Love Eyes, Tim McGraw, Carrie Underwood, Bon Jovi, Janet Jackson, Ultra Music, America's Cup and Red Box
- Architected user flows and wireframes to establish the foundations of client websites
- Developed client websites with HTML, CSS and JavaScript using libraries like Bootstrap and jQuery
- Integrated projects with real-time content using common APIs such as Facebook, YouTube, Instagram, Tumblr, Twitter and Wordpress
- Contributed to and maintained internal libraries for efficient development processes

2004 - 2006

Web Designer

Dr. Martin Luther King Jr. Library | San Jose, CA

- Established branding for Information Literacy Competence tutorials
- Developed website layouts and interfaces targeting high school students
- Stimulated user engagement with lively illustrations animated with Macromedia Flash

2001

Macromedia Flash 5 Instructor

Industry Initiatives for Science and Math Education (IISME) | Union City, CA

- Prepared a comprehensive lesson plan about the core fundamentals of Macromedia Flash
- Instructed a tutorial session for 30 education professionals

EDUCATION**2002 - 2006**

San Jose State University

Bachelor of Fine Arts in Graphic Design

SKILLS

HTML, CSS and jQuery
Sass and LESS
Shopify
Wordpress
Google Analytics
node.js
npm
Balsamiq
Sketch and Adobe Creative Suite