
 (831) 818-4019

 lukehertzler@gmail.com

 lukehertzler.com

 Santa Cruz, CA

## WORK EXPERIENCE

### GravityUX | DEC '13 - PRESENT

#### *Design Manager*

GravityUX is a full service design and development agency creating digital products and solutions for growing businesses. They specialize in WordPress, Shopify, as well as mobile and web applications. As a designer and developer Luke leads WordPress development projects as well as provides solutions in graphic design, branding, and UI/UX design.

### SoundVent | APR '16 - MAY '17

#### *Co-Founder, Designer, Developer*

SoundVent is a social networking site and online digital marketplace for the music industry. With SoundVent you can upload music, share, listen, communicate, explore, discover and profit all from one platform. As Co-Founder and Creative Director Luke designed and developed the platform from concept to deployment. Work included user research, wireframe, UI design, implementation, coding, management of development team and quality assurance.

### Mercury Payments | AUG '14 - FEB '16

#### *Designer, Developer*

Mercury, now WorldPay, was one of the fastest-growing, award-winning payment processing companies in North America. As a designer and developer, Luke worked remotely in the Marketing department. In addition to designing marketing graphics, Luke designed and developed a resource database for Merchant customers on top of a WordPress stack.

### Attensity | NOV '12 - DEC '13

#### *Marketing Specialist*

Originally hired as an intern, Luke was quickly promoted to a full-time salary position and trusted with greater responsibilities within a fast-paced, high-tech software company located in the Silicon Valley. Duties included managing company website via WordPress, managing Marketo activities, designing datasheets, creating graphics, coordinating and developing sales tools, updating social media channels, and organizing company lead database.

## SKILLS SUMMARY

Luke is a motivated individual with experience in delivering web design services integrated with popular CMS systems. His experience includes project management, UX/UI design, and development of websites with a specialization in WordPress. Experience highlights:

- Strong communication and writing
- Excellent problem solving abilities
- Project leadership and management
- Quick learner
- Goal oriented workflow
- Strong attention to detail

## TECHNOLOGY

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Sketch App
- HTML
- CSS
- PHP
- MySQL
- Javascript
- WordPress
- Marketo
- Google Analytics
- Microsoft Office
- Apple Logic Pro X

## EDUCATION

Bachelor of Arts in Music Industry & Technology  
*California State University, Chico*

High School Diploma  
*Scotts Valley High School*

## REFERENCES

Available upon request.