

Elizabeth Chaves

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Profile

Results-oriented web designer and developer with 10 years of experience in design, 5 years in web development, and 7 years as an IT support manager. I combine my creative vision with my technical expertise to create accessible, inclusive, and user-centred websites using modern design tools. I am dedicated to turning complex requirements into intuitive digital experiences, maintaining brand consistency, and optimising user engagement.

Technical Skills

- HTML, CSS, JavaScript
- WordPress, PHP, MySQL
- SEO, Lighthouse, Git, Analytics
- Adobe Creative Cloud, Figma, Miro
- WCAG standards, ARIA
- Moodle, Sakai, Pathwright

Key Skills

- Visual Literacy
- Creative Thinking
- Art Conceptual Innovation
- Attention to Detail
- Troubleshooting and Research
- Collaboration and Adaptability

Education

MA Web Design and Content Planning (Distinction)

September 2024 to September 2025

University of Greenwich

Key Modules:

- **Design for Web Content:** Progressive enhancement, HTML, CSS, Web Standards, WordPress
- **Content Management:** JavaScript, SEO, SEM, Analytics, PHP, MySQL, WordPress Theme creation
- **Inclusive & Sustainable Web Design:** Coding for accessibility, designing for accessibility, Content strategy, Designing for sustainability
- **User Experience Design:** Research, Methodologies, Methods, Data Analysis, UX design, Ideation, Sketching, Prototyping
- **Applied Art for the Web:** Design principles, Typography, Layout, Responsive Design, Brand design, Vector graphics, Design Psychology

Bachelor's Degree in Advertising Design

May 2008 to April 2012

Universidad Americana, Costa Rica

Key Modules:

- **Advertising Foundations & Strategy:** Advertising principles and theory, Advertising Strategy development, Marketing fundamentals and Consumer behavior, Campaign development and management, Advertising Ethics and Legislation, Sociology applied to Advertising
- **Creative Design & Production:** Drawing basics for visualization and concept sketching, Design principles, General Art History, Graphic Production, Design for Media and Computer Design (Adobe Creative Suite), Artistic Expression
- **Communication & Media:** Theory of Communication, Consumer Psychology, Radio and Television advertisement production, Photography, Copywriting fundamentals

Certifications

W3Cx: Introduction to Web Accessibility

June 2025

Foundation in digital accessibility to websites and apps

Key Modules:

- **What is Web Accessibility:** Introduces the broad scope of digital accessibility through real stories of people with disabilities
- **People and Digital Technology:** How people with different disabilities use various assistive technologies and adaptive strategies
- **Business Case and Benefits:** Direct and indirect return of investment and the organizational business case (benefits for everyone)
- **Principles, Standards, and Checks:** international accessibility standards from W3C Web Accessibility Initiative (WAI) and principles of web accessibility
- **Getting Started with Accessibility:** approaches for integrating accessibility into your design and development processes

Work Experience

Student Ambassador

University of Greenwich

October 24 – October 25

- Contributed to research initiatives by digitizing materials using AI technology, data review and refinement, performing analytical processing in NVivo to identify key relationships and patterns, and producing professional graphics for final research outputs.
- Contributed to university web content management by uploading student work, ensuring full compliance with web standards and accessibility regulations

IT Support Manager

Asociación Educativa ProMETA Latinoamericana, Costa Rica

August 2018 – August 2024

Key responsibilities:

- **Team Leadership & Development:** Mentored institutional staff in software adoption and best practices, promoting a collaborative environment that encourages professional growth and technical proficiency.
- **Strategic Planning & Implementation:** Developed and executed technical strategies to improve service delivery and operational efficiency.
- **Web Development & Maintenance:** Developed and maintained institutional website, ensuring optimal functionality and user experience.
- **Systems Management & Performance Optimization:** Administered and optimized ticket management software and educational platforms, monitoring performance metrics encouraging continuous improvement and ensure seamless operations.
- **Technical Support & Customer Service:** Delivered high-quality technical support to customers and internal users, ensuring timely and effective issue resolution.
- **Training & Capacity Building:** Designed and delivered training programs to enhance institutional staff technical competencies and customer service skills.
- **Instructional Design & Educational Innovation:** Contributed to learning strategy development and instructional design frameworks, researching innovative educational tools and pedagogical practices to enhance course quality and outcomes.

Brand Manager

Asociación Educativa ProMETA Latinoamericana, Costa Rica

August 2015 - 2018

- **Brand Management & Quality Assurance:** Approved institutional graphic image quality standards, ensuring consistent visual identity and adherence to brand guidelines.
- **Visual Identity Development:** Designed and developed the institution's logo, establishing a distinctive and recognizable brand presence.
- **Brand Strategy & Documentation:** Developed and implemented comprehensive institutional brand manual, providing clear guidelines for consistent brand application across all platforms.
- **Multimedia Content Production:** Produced 80% of audiovisual materials for promotional purposes, supporting marketing initiatives and institutional communications
- **Brand Compliance & Oversight:** Validated appropriate use of institutional graphic resources, maintaining brand integrity and visual consistency across all institutional materials.

Academic Technology Coordinator Assistant

Asociación Educativa ProMETA Latinoamericana, Costa Rica

August 2007 - 2018

- **Technical Support & User Assistance:** Provided comprehensive technical support to staff and students, ensuring effective platform utilization and resolving user challenges promptly.
- **Course Development & Collaboration:** Collaborated with teachers in configuring and deploying courses to the learning platform, facilitating seamless course delivery and enhanced learning experiences.
- **Content Creation & Digitization:** Digitized and created educational content materials for courses, supporting curriculum objectives and improving accessibility of learning resources.
- **Data Management & System Continuity:** Executed regular backup procedures for the educational platform, ensuring data integrity, system reliability, and business continuity.