

WEB EXPERIENCE

Information Designer/GUI Designer

(contract) August 2009–October 2009

TIAA-CREF, *One of the largest financial services companies in the US*, Charlotte, NC

- Responsible for updates, additions, and corrections to Microsites and Marketing web portals
- Builds solutions for marketing communications and developers using site maps, wire frames, page mockups, and functional design specifications
- Conducts discovery interviews for site organization, content and functionality
- Communicates with marketing communications, offshore developers, and project team to clarify and refine project goals, competitive analysis, user goals, target audience, and measurement criteria
- Researches and enables efficiencies to save the company money and time on marketing materials
- Manages QA Analyst and validates visual design treatments against the information architecture

Lead Web Designer and Developer, Webmaster

June 2008–May 2009

World Research Group, *Conference and training development company*, New York, NY

www.tradingalgorithms.com

www.physicianadvisors.org

www.worldrg.com

www.wrgrtraining.com (not public)

- Maintained and updated the 100+ page corporate site as webmaster with QA
- Designed, developed, and tested code for two large divisional websites
- Created and maintained conference websites using custom CMS and HTML marketing emails daily
- Researched and added improvements to websites and HTML email templates using jQuery and Ajax
- Installed company-wide processes to facilitate web requests
- Created logos, buttons, starbursts, ad units, Flash elements, QuickTime movies for television
- Lead the new branding effort, created marketing memos, and SEO presentations

Founder, Designer, Content Researcher, HTML Coder & Webmaster

2007–Present

www.anactofphilosophy.blogspot.com

www.historyportraits.com

www.redlipsdesign.com

www.christiterjesen.com

www.freeinnyc.net

www.resumeleaf.com

www.extranycash.com

- Integration of dynamic features such as, Flash, calendars, search button, spry effects, ratings system
- Employment of CSS, JavaScript, animated favicons, stock photography, and image hotspots
- Incorporation of SEO optimizations, Google Analytics, Awstats, Google AdSense, press releases
- Corrects problems with browser bugs and spam
- Designs with tableless layout, validated code, optimized images, and WordPress (PHP and MySQL)
- Integrates new features such as t-shirt store, Paypal Buttons, affiliate ads

Designer, HTML Coder & Webmaster

2007–Present

www.ourredeemerlms.org

www.purityfirm.com

- Updated the code and completely refreshed designs
- Photoshopped photos and wrote copy for the sites
- Use of jQuery, JavaScript elements, CSS, and embedded mp3 players

TECHNOLOGICAL & FORMAL COMMUNICATION SKILLS

- CS3: Photoshop, Dreamweaver, Fireworks, Flash, Bridge, Illustrator, InDesign
- Ease with XHTML, CSS; familiar with Coldfusion, JavaScript, PHP, XML, jQuery, AJAX, WordPress
- MS Word (Level 2), PowerPoint, Excel, Outlook (Level 3), Adobe Professional, SnagIt
- Professional Courses: *Executive Presentation Skills, Action Writing, Conducting Effective Interviews, Personal Communications Styles, Motivating & Delegating, Negotiation Skills, Dynamic Client Meetings*

GRAPHIC DESIGN EXPERIENCE

For examples please visit www.redlipsdesign.com/work.html.

- Photograph retouching, fun photo montages, and artistic fantasy creations using Photoshop
- Logo and internet advertisement designs
- Design of business cards, magazine covers and articles, print advertisements, invitation cards
- Knowledge of typography, design standards, and current trends

EDUCATION

Binghamton University, Binghamton, NY

Graduated 2004

Bachelor of Science in Management concentration in Marketing with Studio Art Minor