
Highly motivated and enthusiastic design professional, with over eight years of hands on experience in both team and project management. Ability to work autonomously and as a team player, with demonstrated strengths in leadership and mentoring others. Easily adaptable to change with a passion/enthusiasm for web-based technologies and marketing. Industry experience includes

- ✓ QA Management
- ✓ Front end HTML Design/Development
- ✓ User Interface Design and Testing
- ✓ Content Management/Structuring
- ✓ User Testing and Management
- ✓ Resource Management
- ✓ User Centric Design/Development
- ✓ Design/Re-Design
- ✓ Change Management
- ✓ CSS Design/Re-Design
- ✓ Client Management

Technical Skills

- Operating Systems:** Windows XP, 2000, Vista, Mac OS X, and Windows Tablet XP & Vista
- Protocols/Networks:** TCP/IP, FTP, SMTP, ESP, HTTP, SNMP, and VoIP
- Hardware:** Hard-drives, Printers, Scanners, CD-ROMs, Zip Drives, Hubs, and USB drives
- Commercial Applications:** Microsoft Office Professional 2007, Microsoft OneNote 2007, Mozilla Thunderbird, Outlook 07 & 03, Outlook Express, Apple Mail, Notepad, and Google Webmaster Tools
- Industry Specific Software:** Microsoft Visual Studio, Photoshop Standard, Photoshop Extended, Illustrator, Image Ready, Acrobat Professional, After Effects, Premiere, Dreamweaver, Homesite, Flash, and TopStyle

Professional Experience

UI Designer/QA Manager – TEK Systems Contractor (VerizonWireless) 4/2009 – Present

Expanding and redesigning the user experience of the current budget/project management application within VerizonWireless. Serving as a liaison between administrative personnel and the development team, streamlining communications spanning system workflow needs to emergencies. Working with the development team to create, implement, and support the ongoing development of system wide components.

Additional responsibilities include:

- Modifying/updating system style sheets for improved cross browser integrity, system performance, and increased system standardization
- Filtering/troubleshooting system support questions and issues generated through emails or direct calls, then logging development on those issues until they are resolved
- Assisting with team and project management
- Analyzing and documenting the usability requirements of the system
- Testing resolutions applied by the development team prior to live site commitment
- Assisting organizations with user management

E-Marketing Manager and Designer – TravelCLICK Inc.

6/2008 – 3/2009

Designed, developed, tested, and implemented the eMail Marketing campaigns for most of the U.S. based clients of the nations largest hotelier focused eMarketer. Established best practices that were hotel focused yet also met with industry standards. Assisted with MultiChannel Marketing avenue assessments and campaign strategies.

Additional responsibilities include:

- Maintained brand strategies and user engagement
- Database (member) management including; segmentation, personalization, and persona development
- Coordinated with clients and team members to improve member acquisition and retention
- Reporting, measurement, and established tracking for members actions and resulting campaign ROI
- Assisted and advised clients with their social media account(s), web 2.0 strategies, and landing page strategies
- UI design assistance, support, and technical assessment for internal projects

Web Designer/E-Marketer – The Bump Media Inc

9/2007 – 6/2008

Managed design, development, and implementation of web content for a premiere publication in the field of pregnancy sales and planning. Directed the design and development of web based marketing materials spanning national coverage to personalize e-marketing, assuring brand consistency across various media platforms.

Additional responsibilities include:

- Working directly with the Editor and Creative Director to translate printed materials to the web
- Coordinating with our IT consultant(s) regarding on-site technical issues or concerns
- Writing and correcting HTML, CSS, JavaScript, ASP.net, PHP, and Ruby pages contributing to the overall web presence of The Bump Media Inc.
- Managing content through a variety of web tools across each of the parent/child websites.

Creative Director part time – miVibe.com

4/2001 – 7/2008

Designed, developed, and managed e-commerce and brochure-ware websites covering a variety of specialties. Managed content, implementation, coordinated with secondary marketing materials, and maintain brand consistency throughout web applications.

Additional responsibilities include:

- Coordinating with IT consultants regarding on-site and off-site needs spanning varying protocols
- Creating and managing the technical documentation for internet and intranet based sites
- Coordinating with Web Marketing Directors regarding web or email based campaigns/optimization encompassing a variety of industries such as, real estate, automotive, clothing, tires, beds, personal wellness and plastic surgery
- Project Management Consultation for small to medium size businesses looking to refocus a group or start a new in-house endeavor.
- Managed and assisted development (or clean up) covering HTML, CSS, XHTML, DHTML, ASP classic, PHP, and Ruby web applications
- Managed timelines established by E-Marketers on website optimization and continued development, to ensure progress
- Utilized CMS, or CRS systems, for content management covering a variety of industries and business scales

Webmaster/E-Marketer – *SDHQOffroad.com & Sir-a.com*

9/2006 – 7/2007

Directed and managed web development, workflow, and structure of hosting environments for both domains live and development states. Coordinate IT construction for PC, Mac, and VoIP upgraded networking, managed company email accounts, and assisted with Level 1 IT/Network needs. Designed and developed SDHQOffroad.com as an e-commerce engine raising the domain value 400%.

Additional responsibilities include:

- Design of printed works covering flyers, postcards, stickers, business cards, and jackets/covers of on-site reference material
- Design and Development of email based marketing materials
- Management, research and implementation of site traffic, statistics to increase user retention and overall sales
- Project management directly overseeing 2 to 8 employees

Multimedia Web Designer – *SuiteSpotCommerce.com (contract)*

7/2005 – 10/2006

On-site consultation regarding web design, front end development, web based marketing campaign design and management, as well as ASP classic back end development. Established branding, and developed design guides/standards, designed primary and secondary web based marketing campaigns, and directed constructive commentary between clients and upper level development staff.

Additional responsibilities include:

- Coordinating with E-Marketers on website optimization and continued development to ensure client growth in traffic, retention, and sales where applicable
- Graphic design and redesign spanning branding, web, and print/tangible materials
- Flash development, story-boarding, and action scripting covering small to large scale projects
- Email and site management support

Designer/Developer – *ProWebSolutions*

11/2003 – 12/2004

Developed, design, coordination of legal and medical web based applications for clients under Pro Web Solutions, Lawyer Edge and Chiro Edge. Managing content changes across three levels of development, coordinating workflow across company branches, and directing client communications/requests within listed companies.

Additional responsibilities include:

- Front end web development
- Styles and standards documentation for each client site
- Initial backend development using ASP classic

Education

B.A. MultiMedia Design and Administration, from the University of Advancing Technology

2625 W Baseline Rd Tempe, AZ 85283; Phone: 1-800-658-5744; Website: www.uat.edu

A.A. Web Design and Development, from the Art Institute of Phoenix

2233 W Dunlap Ave Phoenix, AZ 85201; Phone: 1-800-474-2479; Website: www.artinstitutes.edu