

Summary of Qualifications

- Creative web site design, graphic design & photography
- Manage, plan, direct & coordinate web site redesign & new site development projects from conception to completion
- Extensive background in User Interface Design specializing in clean, attractive designs that are intuitive, user friendly & easy for users to navigate
- Able to hand-code, analyze, debug, and deliver clean, validated, maintainable, cross-browser compatible code
- Successfully designed Information Architecture for various sites improving site navigation, content organization & user experience
- Expertise in writing HTML, CSS, XHTML & JavaScript using Adobe Dreamweaver CS4
- Proficient in creating mockups, web-optimized images & editing photographs with Adobe Photoshop CS4
- Experienced at creating web-optimized images for web sites using Adobe Illustrator CS4 and Adobe Fireworks CS4
- Working knowledge of creating interactive web page components & motion graphics using Adobe Flash CS4
- Competent in creating dynamic content for web sites using JavaScript
- Highly proficient in Microsoft Office products including Word, Excel, PowerPoint & Access
- High energy, effective working in a collaborative team environment & ability to multi-task

Work Experience

Independent Contractor: Web & Graphic Design Consultant

September 2004 – present

Designed, developed, & managed the creation of web sites for a variety of clients, including:

- *Pickering Incorporated* (www.pickeringinc.com)
 - Designed & later redesigned user interface & information architecture for corporate web site.
 - Gathered requirements from internal clients.
 - Collaborated with various department representatives to build effective site structure & layout.
 - Managed web site from conception to implementation.
 - Created wireframes, mockups & images using Adobe Photoshop & Illustrator.
 - Designed & coded site in HTML, CSS, XHTML & JavaScript using Adobe Dreamweaver.
 - Launched new corporate web site.
- *Jonathan Adam Ross* (www.jonadamross.com)
 - Designed & implemented information architecture & user interface.
 - Managed all aspects of web site design, from conception to implementation.
 - Created mockups, images, & logo using Adobe Photoshop & Illustrator.
 - Designed & coded in HTML, CSS, XHTML & JavaScript using Adobe Dreamweaver.
- *Dinstuhl's Fine Candies* (www.dinstuhls.com)
 - Designed information architecture & user interface to match & extend brand identity to the web.
 - Photographed each product & edited images with Adobe Photoshop.
 - Created mockups & images in Adobe Photoshop & Illustrator.
 - Designed & coded template in HTML & CSS to work with third-party ecommerce solution.
- *Gray's Construction* (www.graysconstruction.com)
 - Designed information architecture & user interface for local business.
 - Managed web site from conception to implementation.
 - Created mockups, images, & logo using Adobe Photoshop.
 - Designed & coded in HTML & CSS using Adobe Dreamweaver.

Blue Cross & Blue Shield of North Carolina, Durham, NC: Web Designer

April 2006 – January 2008

Worked with eMarketing department to maintain & enhance the external corporate web site. Worked directly with internal clients & Project managers to keep web site information up to date & in sync with current Marketing objectives.

- Maintained time sensitive & critical content updates for large insurance company web site using HTML, CSS & QuickBase technology.
- Collaborated with eBusiness team & internal stakeholders to redesign Members section architecture & interface.
- Produced HTML pages & graphic designs according to W3C, XHTML & corporate standards as needed.
- Managed web page version control through PVCS software.

Synchronics, Memphis, TN: Web Designer**March 2002 – September 2004**

Led effort to redesign & rebuild corporate web site & create new extranet for national reseller network.

- Designed information architecture & user interface for corporate web site & extranet.
- Gathered web site requirements from internal departments.
- Created wireframes, mockups & images in Adobe Photoshop & Illustrator.
- Designed & coded in HTML, CSS, JavaScript, & ColdFusion.
- Performed internal & external content research & gathering & site maintenance.
- Maintained current content on both sites.

Homestore.com, Atlanta, GA: Production Research & Development**December 2000 – December 2001**

Collaborated with web designers to update & create content for home improvement section of web site.

- Designed page layouts for corporate Web site using Adobe Photoshop & Illustrator.
- Created images, logos & graphics for corporate web site using Adobe Photoshop & Illustrator.
- Led effort to build online content for “Wacky House” story. Responsibilities include research, reporting & negotiations.
- Assisted Photo Journalist in gathering images, props, & finding contacts for photo shoots.

FedEx Corporation, Memphis, TN: Electronic Commerce Marketing**August 1999 – May 2000**

Led effort to build online content for the Supply Chain Strategies extranet. Performed research, reporting, external negotiations, & maintenance.

- Departmental Liaison between internal graphics group & eBusiness team.
- Program Manager for departmental eBusiness Strategy Team.
- Supported development of executive level presentations.
- Responsible for the development & management of data flow for the eBusiness management programs team.

Education

Art Institute of Atlanta, Atlanta, GA

Associate in Arts Degree in Multimedia & Web Design. Summer, 2001, GPA 4.0

Award for Outstanding Academic Performance in Multimedia & Web Design

University of Memphis, Memphis, TN

Bachelor of Arts, Major in Communication. Spring, 1997, GPA 3.4