

## Summary

Self-motivated and accomplished Web project manager with account management and design expertise. Architects and streamlines processes to save time and improve quality. Analyzes client needs to improve Web sites and related back-end processes. Knowledgeable of current and emerging technology, and offers training to internal and external clients. Recognized among peers, superiors and mentors for innovative ideas and solutions. Well-organized with attention to detail.

Skill set includes HTML/CSS coding, Adobe Creative Suite (Photoshop/Dreamweaver), content management tools, and Microsoft Business Suite.

## Employment History

**Brand Manager, American Lifestyle, King of Prussia, PA** **2010-present**

**User Experience Designer, American Lifestyle, King of Prussia, PA** **2009-2010**

Responsible for all public-facing identity of company to include brand, marketing, and Web presence. Assess, create and design online interface for management of custom digital printed magazine. Install process plans, wireframes, and user controls of Web account management system. Partner with team of developers and programmers to facilitate vision and create working product with ease of use and effective functionality for end-users. Redesign company Web presence along with several micro-sites for various areas of focus. Assist in redesign and project management of new logo/identity initiative. Help drive and implement branding guides and consistency of brand.

- Assess previous user account manager interface and design structured yet flexible interface, expandable to new platforms, branded applications, and for future markets.
- Build with HTML, CSS, and jQuery, the improved front-end components of upgraded user interface. JQuery implementation to include tabbed pages, show/hide features, lightbox displays, tool tips, custom drop-menus, and more.
- Set direction of company identity, branding guide, and consistent delivery of information and identity.
- Plan, design, create, and create updated company Web presence and various micro-sites.
- Manage and create all graphic design elements and production artwork for account manager interface and for redesign/build of company Web site and various micro-sites.
- Create organizational structure and manage collaboration between self and programming team to meet goals and achieve new ideas.
- Implement best practices, consistent look and feel and set and maintain Web standards throughout product lifecycle.

**Creative Director, Byte Technology, Denver, CO** **2008**

Managed client Web projects from inception to completion including; discovery process, mockups, design and project support. Provided internal training and mentoring in CSS development. Managed design and creative direction for all projects. Leveraged knowledge of best practices to train clients to manage their own site content. Organized and managed subcontractors.

- Streamlined Web development and maintenance cycles
- Increased project capacity through efficient project management
- Improved quality of internal and client Web sites by leveraging expert knowledge of usability and design principles

## Graphic Designer, Avanquest Software, Denver, CO

2006-2007

Created artwork and rendered mobile phone and interface design for international software company. Contributed design and usability in software development. Created trade show banners and peripheral booth artwork. Wrote HTML/CSS, and created graphics for, Motorola (Mobile) Phone Tools, NETGEAR router installers, and other related software.

- Reduced development lifecycle by simplifying, organizing and improving consistency of product artwork creation methods
- Improved efficiency of internal product development process by creating a documentation and training manual and peripheral material
- Improved quality of product by leveraging expert knowledge of usability and design principles

## Web Development Specialist, University of Pittsburgh, Pittsburgh, PA

2002-2006

Built and maintained standards-compliant Web sites for university schools and departments. Implemented solutions and managed Web development projects. Provided usability expertise to ensure efficiency of Web sites. Communicated with project stakeholders to clarify expectations and ensure project success. Created site maps and content structure of large Web projects. Hand-coded HTML/CSS Web designs from provided Photoshop art.

- Improved department efficiency by creating documentation and instructional information for clients to maintain their own Web presence
- Significantly improved functionality and student use of University Web sites by integrating usability best practices and effective design
- Shortened intern on-boarding process by organizing, training and mentoring interns

## Front-End Web Developer, Aquent Partners, Pittsburgh, PA

2000-2002

Performed site development and graphic design services for numerous clients as agency subcontractor. Trained clients in use of Web techniques, best practices, graphic design, and production of Web content.

- Established long-term brand imagery for Web-based software project
- Provided assistance to creative director by developing graphics and layout of sites, optimized images, embedded Flash files, and editing open-source CGI scripts
- Provided team support and enhanced team performance by training coworkers in proper development strategies, file usage, and Web best practices.

## Education

Visual Communications courses  
Fine Arts courses

Oakbridge Academy of Art, Pittsburgh PA  
Community College of Allegheny County, Pittsburgh PA

Ongoing self-education through printed material, networking with peers, blogs, self-study, research, seminars and other professional resources.

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