

Overview

Design

Proof of Concepts
Design Comps
User Experience Design
Work flow Diagrams
Content Types
Wireframing
Character Design

- ◆ Over 10 years experience leading internal teams to assist organizations ranging from Fortune 500 companies to small businesses expand and evolve their web presence.
- ◆ Creative professional specializing in design and development of web-based applications utilizing open source software as well as HTML/XHTML.
- ◆ Experienced designing and assisting in the development of social networks, multi-media marketing and e-commerce solutions.
- ◆ Proven ability to lead and drive design teams to create and successfully launch creative web-based solutions.
- ◆ Able to multi-task, prioritize and juggle competing client demands. Organized and results-oriented work style.

Expertise

Design Leadership
Design Methodologies
Front-end Coding Standards
Project Management
Brand Development
Presentation Skills

Professional Experience

COMMONPLACES E-SOLUTIONS, LLC, Hampstead NH

Creative Director, 2007 - 2009

Web Designer, 2005 – 2007

- ◆ Responsible for overall design, composition and final look for all websites and client applications
- ◆ Oversaw daily tasks of design/development team of up to five team members
- ◆ Created User Experience web flow utilizing wireframes based on client specifications
- ◆ Developed and established consistent web layout standards and features using extensive CSS, and XHTML and PHP
- ◆ Established overall coding standards for all front-end development such as CSS, and XHTML; created documentation and reviewed checklists for designers
- ◆ Created and implemented complete brand identities for websites
- ◆ Created Liv Greene, an online identity for a variety of marketing media including an AOL Bot
- ◆ Designed and created proof-of-concepts that led to the social network initiative for a Waste Management
- ◆ Collaborated with key team members, end users and senior management to review existing 508 compliant web interface standards
- ◆ Using strict CSS, XHTML and PHP developed prototypes of web application modules
- ◆ Designed, developed and presented custom Drupal theme, Comic Places, for Design #4 Drupal Conference
- ◆ Trained client website administrators on adding and updating content through using content management systems
- ◆ Implemented design, coding, and database structures for full e-commerce sites

Design Tools

Photoshop
Illustrator
In-Design
Quark
Flash
Corel Painter
Fireworks
jQuery
Dreamweaver

Development Tools

CSS
XHTML/HTML
PHP
Javascript

CMS/e-Commerce

Drupal
WordPress
eZ Publish
Concrete 5
Xcart
Ubercart
Magento

NEXUS ENERGY SOFTWARE, Wellesley MA

Web Developer, 2004 - 2005

- ◆ Utilizing CSS and XHTML assisted in the development of enterprise software solution that assisted end users evaluate their individual energy consumption
- ◆ Branded each instance of web applications for clients such as NStar, S. California Edison, and PacifCorp using only CSS
- ◆ Created user experience comps and wireframes for quarterly releases of client-based energy software
- ◆ Created front end development templates for engineering implementation

- ◆ Created branding and updated products for an energy-based client on a weekly basis

TJX COMPANIES, Framingham MA

Web Designer/Web Developer, 2003 – 2004

- ◆ Conceptualized, designed and coded new styles for Bob Stores and the A.J. Wright websites
- ◆ Implemented web design layouts of seasonal promotions for Marshalls Online, Home Goods and TJ Maxx websites
- ◆ Created custom designs for online newsletter applications
- ◆ Designed layouts for online children's games branded per website for each store

INDEPENDENT CONTRACTOR

Web Designer/ Web Developer, 2001-2003

- ◆ Designed and created multiple websites and templates centered around customizable e-commerce applications
- ◆ Provided competitive market analysis on e-commerce sites to propose suggestions to the design and functionality to improve user experience and point of sale conversions
- ◆ Provided effective and functional web designs to customers that met their specific business/personal requirements
- ◆ Performed routine updates, upgrades and overall maintenance to client websites
- ◆ Worked with clients to establish project scope, project budget and delivery timeframes
- ◆ Developed website design, database design, and course outlines for the Web Learning Café that were highlighted in the company's business plan

STRONG SYSTEMS, Waltham MA

Web Designer/ Web Developer, 2000-2001

- ◆ Implemented design, coding, and database structures for full e-commerce sites, static sites, and web based applications
- ◆ Created graphic styles, images, and templates for websites and web based applications
- ◆ With extensive marketing and search engine optimization research, coupled with meticulous database structure, the websites for companies such as www.rentex.com and www.opensky.com became the forefront tool for their retail business

POLAROID, Needham MA

Web Designer/ Web Developer, 1998-2000

- ◆ Coded and implemented consumer specific information and graphics into corporate website
- ◆ Coded and implemented employee and partner specific information and graphics into corporate intranet site
- ◆ Provided expert and informed customer/technical support for consumer products and government specific related products and software
- ◆ With extensive knowledge of HTML and ASP, the content department for companies' extranet and intranet was able to save time and money by updating in-house instead of using an outside contract design house

Education

New Horizons, Burlington, MA, Fundamentals of Web and Computer Based Graphic Design
Fitchburg State College, Fitchburg, MA, Business Administration