

OBJECTIVE To contribute to the profitability, growth, and success of an organization by utilizing my proven capabilities, expertise in design, creative skills, team-focused mentality, and previous work experience.

TECHNICAL SKILLS

- **Languages:** HTML (DHTML and SHTML), PHP, ASP, CFM, and Javascript (image manipulation scripts)
- Cascading Style Sheet (CSS) Development
- Experience with modifying CFM and ASP programming
- **Adobe:** Creative Suite 2: PhotoShop, Illustrator, InDesign, Acrobat, Image Ready, Image Styler, Pagemaker
- **Macromedia:** Dreamweaver, Flash, Freehand, Fireworks, Director
- Extensive experience with Microsoft Access form building and report modules, MS Office, Proficient in QuarkXPress
- **Operating Systems:** Win XP/00/98 workstation and MAC OSX/OS9

WEB DESIGN SKILLS

- Interface design for web applications and web sites
- Site planning and organization
- Identity design; creating a site's "look & feel" and navigation flow
- Web graphics production, with focus on optimization and post-production editing/manipulation

PRINT DESIGN SKILLS

- Logo and identity development
- Traditional print collateral: brochures, posters, large-scaled signs, folders, sales sheet material, etc.
- Tradeshow booth towers and large-scale graphics
- Production management and process flow

EMPLOYMENT HISTORY

Smoothstone IP Communications - Louisville, KY – Graphic Designer/Web Developer

6/05 – Present

Serve as the primary graphic designer for corporate branding, identity and messaging. Also play the primary role of webmaster for corporate site, and micro sites

- Design, maintain, and fulfill marketing collateral for Marketing/Sales Department and affiliated Partners.
- Develop, program, and implement the corporate web site (www.smoothstone.com).
- Produce monthly web campaigns and partner emails for various promotions and sales initiative
- Collaborate with program developers to build and streamline internal and external web application systems.
- Code and program visual elements and front-end interface for internal and external web applications.
- Develop print instructional material and manuals for products and solutions offered by the company.

Basic Black Media - Louisville, KY – Freelance Web Designer

1/04 – 5/05

Designed, produced, and maintained web sites on a contractual basis. Also provided creative direction and consulting for various clients.

- Consult and assist with clients and account executives on creative decisions for various web projects.
- Develop, coordinate, and implement entire execution of web sites from concept/production/launch.
- Design graphical elements, look-and-feel and all aesthetic features of clients' web sites.
- Develop extensive CSS-formatting styles and themes used throughout web site.
- Photograph, optimize, and digitally enhance clients' products and various visual elements for online execution.

ADDITIONAL EXPERIENCE**LeapFrog, Inc. - Louisville, KY – Senior Interactive Designer****5/02 – 12/03**

Developed web sites and multimedia content while keeping abreast with current trends and technologies associated with an interactive/developer environment.

- Developed and implemented corporate and small/medium business web sites.
- Worked with other programmers and designers in production process on multi-level projects.
- Designed application interface elements for back-end systems and administration function screens.
- Developed graphics and multimedia content for web sites, including typography and iconography design.
- Designed corporate logos, corporate materials, web banners, and branding concepts for various clients.
- Assisted with sales efforts and designed internal marketing materials for organization.
- Researched the latest technologies and graphic design advances.

Kleier Communications - Louisville, KY - Graphic Designer/Web Developer**6/00 – 5/02**

Designed and produced web sites, multimedia content, traditional print projects, and branding materials in advertising agency environment.

- Designed conceptual layout and aesthetic features of clients' web sites.
- Coded and programmed visual elements and content for web sites.
- Collaborated with creative and art directors to design sites concepts and marketing ideas.
- Assisted art department with preparation of graphics, typography, and layouts for the web and print media.

Hilliard Lyons, Inc - Louisville, KY - Internet Developer - Information Systems**6/99 – 5/00**

Developed and implemented web pages for firm's Intranet and Internet.

- Maintained corporate Internet site with updates and modifications.
- Developed unique departmental web pages for Intranet system.
- Designed and construct banners, logos, and other creative elements to enhance overall look and appeal of sites.
- Developed user-friendly navigation and interactivity within web pages.
- Integrated multimedia interface and sophisticated animation to expand corporate identity and presence.

Access Program Developer - Information Systems**7/98-5/99**

Developed desktop applications for Home Office users.

- Programmed SQL and query scripts to extract vital data into concise and accurate information for end users.
- Generated detailed reports based on request of end user.
- Created MS Access application and forms to execute daily functions for specific departmental tasks.

EDUCATION**UNIVERSITY OF LOUISVILLE**

Bachelor of Science in Business Administration - Marketing

1998 (With Honors)**HONORS/ACTIVITIES**

U of L Dean's Scholar List: 1994 - 1998, Phi Eta Sigma Freshman Honor Society

References available upon request