

CAREER SUMMARY

Designer with 6 years experience in multimedia, with strong proven skills in the area of art asset creation, branding, presentations, and information hierarchies. Able to enhance and propagate company brand identity across a broad range of media. Excellent organizational and communication skills.

EXPERIENCE

Freelance Designer 2003 - 2004
multiple clients

Responsibilities:

- Raised \$5600 for www.snbw.org through successful print and web marketing for the first annual hydrate charity event.
- Led project planning for a variety of media solutions, blending form and function with conceptual design principals and solid programming methods.
- Successfully created new web identities with focus on increasing the credibility of each clients brand.
- Collaborate with a copywriter to develop strategic creative marketing communication solutions.
- Generate art assets and information graphics with an eye on detail and creativity.

Senior Designer 2000 - 2002

Zaplet Inc. (An internet-based collaboration software company)

Responsibilities:

- Increase lead generation and improve user experience by designing and producing a new corporate website with focus on usability and bringing the aesthetics in line with a new corporate identity.
- Support sales and marketing groups with creation of scenario mock-ups and sales demonstrations illustrating our product customized for each client.
 - Resulted in signing one of Zaplet's first clients - ZDNet.
 - Instrumental in signing other high profile clients by illustrating future product features.
- Create multimedia presentations for both internal and external audiences Design icons, information graphics, and art assets for use in the product, on the website and in marketing collateral.
- Design direct marketing email/appmail blasts, newsletters, and micro-portals to generate brand awareness and sales leads.
- Maintain "Service Site" using CVS version control system and creation of marketing related pages (some experience with JSP).
 - Received award for customizing product help sections used by a large financial company and a top router manufacturer.
 - Completed some event driven customizations of product to relieve pressure on engineering department.
- Manage day-to-day production with junior designers and contractors.
- Instruct other employees in the usage of graphic arts applications.

EXPERIENCE

Production Consultant 1999 - 2000
Excite@Home, (Enliven division)
Redwood City, CA

Responsibilities:

- Identify, develop and implement sales strategies for several high profile accounts (including Barnes & Noble, NextCard, Datek, Hyundai, Quokka Sports, and Wedding Network) where technical and creative consultation/support generates revenue.
 - o Consistently exceeded expectations of the client.
 - o Successful in using relationship with client to identify up-selling possibilities.
- Foster successful web/Rich Media ad campaigns by consulting with customers and Internet advertising agencies on their creative ad content.
- Generate art assets and messaging in keeping with a client's online presence.

EDUCATION

Bachelor of Arts degree in CADRE (Computers Art Design Research Education), minor in Graphic Design - Graduated Cum Laude, December 1998
SAN JOSE STATE UNIVERSITY, San Jose, CA.

Pertinent course work:

- Design
- Typography
- Photography
- Printing
- Illustration
- Media Installation and Performance
- Computer Animation and Digital Video
- Systems Integration and Graphic Programming
- interactive Multimedia
- Storytelling
- Stage, Lighting and Sound
- Scenic Graphics/Painting

Associate Arts degree in Fine Art Graduated with high honors, May 1993
MISSION COLLEGE, Santa Clara, CA

Pertinent course work:

- Life and Representational Drawing

SKILLS

Applications:

Photoshop, Illustrator, Dreamweaver, Flash MX, Director, Premiere, After Effects, Image Ready, Acrobat, Quark Express, Power Animator, 3D Studio Max, Media Cleaner Pro, CVS, Office.

Strong experience with hand-coding HTML. Some DHTML, CSS, and Javascript experience as well knowlege of VRML, QTVR and FTP applications.

Operating Systems - windows XP/2000/NT/98, Mac OS 9 and Unix
Camera Equipment - Canon XL1 DV, Canon EOS 10d