

Summary

A senior-level freelance designer of persuasive concepts for marketing communications across all visual media. A mid-level responsive UI front-end developer. Solid experience in: layout, visual design, UI design, art direction, brand development & compliance and corporate identity. Solid experience in Adobe CS, CSS3, HTML5, CMS & LMS, wireframes, prototypes, web banners, print ads, collateral, direct mail, POS, packaging, eblasts, presentations, writing & editing, & project liaison in iterative design environments.

Education

Auburn University – BFA Visual Design | Adobe ACE Certificate 2006 | HIPAA Compliance Certificate 2013

Current Freelance Remote Experience- Occasional/Seasonal, about 5 hrs/wk

BoomCom **Since Mar 2015**

Design layouts & interactive PDFs of pharmaceutical convention materials

SunTrust Commercial Card Division **Since Mar 2012**

Design custom & standard issue layout of camera ready art for business credit cards

Emory Centers (URLs pg3) **Since Feb 2011**

For EPRC & other centers: design, develop, implement & manage projects, i.e., online tutorials, concepts in UI prototype, interaction models, user task flows & infographics on multi-device platforms. Perform routine maintenance

Past Freelance/Contract Experience

Envistacom: Remote Contract UI Developer & Visual Designer **May 2017 – Oct 2017**

Produced interim HTML responsive website & converted to WordPress template

Femasys: Onsite Contract UI Developer & Visual Designer **Dec 2016 – Mar 2017**

Produced & edited promotional fliers, multisite web development

Coca Cola: Remote Contract Learning Technology Administrator **Jun 2016**

Created graphics for SCORM-compliant LMS program content

Star Financial Services Remote Visual Designer/UI Developer (URLs pg3) **Nov 2009– May 2016**

Multisite custom web design, dev & CSS animation script, promo fliers

Georgia Power: Onsite & Remote Contract UI Designer/Developer (URL pg3) **Nov 2014 – Aug 2015**

Designed brand-compliant layouts for main site & microsite. responsive UI navigation flows for desktop & mobile. Edited content. Performed routine maintenance, workflow & reporting

Trio Media Group: Remote Contract Visual Designer/UI Developer **Mar 2014 – Jul 2015**

Designed banners, eblasts & developed microsities for Turner & BCD Travel. Art directed, photo directed & produced ads for Georgia Commerce Bank

Beazer Homes, Response Media: Remote Freelance Email Designer **Dec 2014 – Jan 2015**

Designed eblasts for Gramercy at Hollywood & Synovius Pay People

Partnership for Diabetes Health Equity: Onsite Contract UI Developer **Sep - Dec 2013**

Developed integrated targeted health portal for Morehouse & Bristol Myers Squibb, hosting webinars, tutorials, forums & chatrooms. Designed custom UI from requirements, interaction models, task flows, sitemaps

AT&T: Onsite Contract Designer **Mar - Apr 2013**

Input layouts of image, text & product data content to CMS for Aio Wireless rollout

Spaulding Communications: Remote Freelance Designer (URL pg3) **Mar 2010 – Dec 2012**

Designed, developed & maintained corporate website, edited content. Designed print & media marketing collateral

RayBiotech: Remote Freelance Designer **Feb 2011 - Oct 2012**

Designed print ads, catalogues & coupons, custom ecommerce templates & web banners

Rubicon (now TravelClick): Remote Freelance Designer **Apr 2008 - Apr 2012**

Designed UI wireframes & mockups. Developed website including infographics and dynamic data widgets. Composed corporate brand guide & design standards. Designed exhibits, kiosks, marketing kits & eblasts. Created UX interaction models & flows. Performed testing & tracking

Skills/Tools (in years)

Acrobat 10+ | Adobe CS 10+ | Adobe CQ5 1 | Agile 1 | Axure 1 | Bootstrap 4 | Captivate 1 | CSS 10+ | Dreamweaver 10+ | HTML 10+ | Illustrator 10+ | InDesign 10+ | JS/JQuery 6 | Joomla 5 | LMS 6 | Mobile 7 | MySQL 3 | Photoshop 10+ | PowerPoint 10+ | PHPMyAdmin 5 | QuarkXP 10+ | Social APIs 4 | UI 10+ | UX 6 | WordPress 10+ | Zurb 1

Emory Rollins School of Public Health: <i>Remote Contract UI Designer/Developer</i>	Jul 2009 - Nov 2011
Worked as liaison between IT & depts/centers to interpret, collaborate & brief on the scope, deliverables & status of health initiatives. Managed web projects. Created & edited site content, layouts, wireframes & mockups	
RR Donnelly: <i>Onsite Contract Designer/Developer</i>	Aug 2011
Wrote branding & concept analysis for new product targeting small device social media	
Southeastern Pastel Society: <i>Remote Freelance Designer/Developer</i>	Jan 2011 - Dec 2011
Built member registration, art entry & jurying engines. Modified Paypal sandbox API	
Creaxion: <i>Remote Freelance Banner Designer</i>	Oct 2007 - Jan 2010
Created web banners for Bodies Exhibit per brand compliance	
DesignEight: <i>Remote Freelance Designer</i>	Oct 2008 - May 2009
Produced direct mail & brochures for BCBS Insurance	
AGSI: <i>Remote Freelance Designer</i>	Oct 2008 - Feb 2009
Designed diagrams, UI wireframes & prototypes for enterprise website revision. Concepted & produced interactive business model	
Arnall, Golden & Gregory: <i>Onsite Design Temp</i>	Jun 2007 - Jan 2009
Webmaster for firm's Intranet & internet; made content updates using Objectware & Interaction content management systems	
Cornerstone Development Partners: <i>Remote Freelance Designer</i>	Mar - Jul 2008
Designed mockups for Sweet Apple Village live-work planned community website	
Marketworks: <i>Remote Freelance Designer</i>	Feb 2005 - Jun 2008
Web template mockups & prototypes for multi-channel online marketing	
InComm: <i>Onsite Contract Designer</i>	Sep 2007 - May 2008
Designed/developed retail gift card sites for Discover Card, Mastercard, Visa. From flowcharts & UI mockup, supplied gif/jpeg for IT, web banners & interface elements	
McKesson HBOC: <i>Remote Freelance Designer</i>	Dec 2005 - Apr 2008
Designed & produced executive-level presentation artwork, animation & sound	
Carbon Motors: <i>Remote Freelance Designer</i>	Jul 2007 - Feb 2008
Designed/developed website for emerging growth firm. Coordinated data exchange between CRM, online forum & backend	
Multiple Staffing Firms: <i>Temp Web & Visual Designer</i>	Oct 2000 – May 2007
Designed, developed & produced visual web or media projects for several firms	
Duties:	Design, layout, concepting, project management, time management, traffic, editing, updates & print production
Print projects:	Online banner ads, tweaks to website, updating pricelists, magazine layout, airbrush renderings for poster, presentations, sales kit, POP gift card designs, packaging design, comps
Web projects:	Intros, teaching aids, elearning portals, mp3, Intranet conversion & internet webmaster, animation timeline edits
Clients:	Bennett Kuhn Varner (Earthlink, Equifax), Partners&Napier (PKWare & Eastman Kodak), World Financial Group, Cotton States Insurance, Compass Creative (NAPA), RaceTrac Petroleum, Convergent Systems (Volvo & Homestead Mortgage), Federated (FSG), SagePath (Ply Mart) Kilgannon McReynolds (Southern Linc), Georgia Pacific
The Home Depot: <i>Senior Designer</i>	May - Sep 2000
Teamed with editors to build out retail online ecommerce store. Created splash screens, banner ads, how-tos & tip columns per UI wireframes. Assured aesthetic integrity of product visuals, art directed photo shoots	
<i>Past Adjunct Faculty Experience</i>	
Sterling-Ledet Associates: <i>Onsite Instructor</i>	Jan 2006 - Feb 2010
Taught basics in Adobe & QuarkXPress to corporate students	
Bauder College: <i>Onsite Instructor</i>	Jan 2002 - Oct 2007
Taught Concept Development, Dreamweaver, Fireworks, Flash, Photoshop, QuarkXPress	

Skills/Tools (in years)

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Past Staff Positions

IVI Checkmate: Senior Designer

1999 - 2000

Created concept, design, editing & execution of print/web media for a transaction processing device manufacturer. Designed & produced B2B publications for OEM's & VARs. Designed & developed new 75-pg corporate website including Javascript search, email response forms & news leads

Multiple Staffing Firms: Temp Web & Visual Designer

1996 - 1999

Designed, developed & produced visual web or media projects for several firms

Duties: Design, layout, conceiving, project management, editing, updates & print production

Print projects: Corporate ID, internal & vendor publications & promotional material, copywriting & editing

Web projects: Banner ads

Clients: Ernst&Young, Kaiser (KP), Coker Golley, Mystical Journeys, ATS, Newsletters Plus, Merritt Partners, Norcom, Kimberly-Clark

Checkfree Corporation: Senior Designer, Columbus OH

1993 - 1996

Managed direct mail & marketing campaigns for retail & B2B e-commerce transaction application. Coordinated & managed message concept from tissue to final. Developed graphic/literary style manual. Managed project, budget, scheduling. Art-directed, designed & produced ROP ads, direct mail, POS, packaging, web design, banner ads, trade show collateral, presentations, software icons & splash screens. Directed photo-shoots, wrote & edited copy

Burkholder-Flint Associates: Art Director, Columbus OH

1992 - 1993

Designed & art directed collateral, ads & Columbus International Airport corporate ID & graphic standards. Other clients: BIA, Columbus Zoo, Grange Insurance

URLs

George King + Associates Customized WordPress template for a local filmmaker

Envistacom Customized HTML/CSS, template jQuery sliders, conversion to WordPress

All In Red Converted & customized code-heavy Muse site to Zurb Foundation template with Bootstrap

Star Merchant Payments Custom template HTML/CSS, jQuery, test & debug

Emory Prevention Research Center EPRC Custom template HTML/CSS, jQuery, test & debug

Georgia Power Design/develop revisions to main sections, WordPress repositories and mobile views

Okoban WordPress template & Woo Commerce install w/gateway, responsive custom design & development

Omega Trading Enterprise Corp Custom design, layout, JavaScript polyfill slideshow

Diabetes Training & Technical Center Diabetes Today Tutorial UI design & development, test/debug

Center For AIDS Research CFAR Page development in HTML & XSLT, liaise w/client & IT, test & debug

Advanced ATM Full design & development, scripting, testing & debug

Diabetes Training & Technical Center Planning Fundamentals (archived) Tutorial UI design/dev

Spaulding Communications (archived) WordPress custom template

Star Financial Services (archived) Full design & development, animation, testing & debug

Awards/Honors

1999 Member, Bauder College of Art & Design Advisory Board

1996 IPPA (Internet Publisher Professional Assoc.) Design Excellence Award – CheckFree website

1993 ADDY Citation of Excellence – Columbus Airport logo & corporate ID

1993 Conclave Achievement – RCM "Impeccable" brochure

1992 PRSA Prism – Columbus Airport logo & corporate ID

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