

Profile

A web professional with more than ten years of experience dedicated to creating innovative, user-friendly interfaces that meet and exceed project goals. Proven ability to deliver complex, challenging projects to meet demanding schedules and expectations. Energized by ever-evolving technologies and the opportunities they present for enhancing the lives we live, both online and off.

Experience

FREELANCE WEB DESIGNER AND DEVELOPER – SEATTLE, WA **2006 – present**

- ◆ Create and maintain websites for a variety of clients, emphasizing design clarity, navigability, and ease-of-use.
- ◆ Research and experiment with new technologies, including interactive media, social networking tools, content management systems, and online marketing software.
- ◆ Design site architectures; carefully organize content and create visual clues to enhance usability.
- ◆ Provide training, support, and troubleshooting for clients, ensuring their understanding of new technologies.

MINCOM – FOSTER CITY, CA **2009 – present**

Web and Marketing Specialist (long term consultant)

- ◆ Manage corporate website, communicating with worldwide offices and outside contractors to produce specialized content such as data collection tools, multiple language versions, videos, and webcasts.
- ◆ Develop and deploy successful email campaigns, handling all aspects of creative design, data capture, process flow management, and final launch.
- ◆ Build microsites from design mockups promoting products and events.
- ◆ Administer various online marketing projects to meet campaign launch schedule and goals.

DEMANDTEC – SAN MATEO, CA **2008 – 2010**

Website Manager (long term consultant)

- ◆ Maintained a dynamic website for a fast-paced, publicly-traded company, emphasizing timeliness, quality of work, and attention to detail.
- ◆ Produced online campaigns, including microsites, interactive media, and email communications.
- ◆ Managed website migration from a PHP-based site to a leading content management system.
- ◆ Learned and built new systems as needed, including a site-wide search feature, video and Flash elements.
- ◆ Regularly implemented high-priority special items including press releases.

UNIVERSITY OF RHODE ISLAND – PROVIDENCE, RI **2002 – 2009**

Webmaster/Graphic Designer for public school reform initiative

- ◆ Collaborated long-distance with a team to create *Information Works!*, Rhode Island's award-winning principal school accountability publication.
- ◆ Designed and developed the *Information Works!* website, providing diverse audiences access to public school data in a clear, user-friendly environment.
- ◆ Researched site statistics to understand technical capacities of audiences and determine appropriate updates.

GROUNDWIRE (formerly ONE/Northwest) – SEATTLE, WA **2003 – 2006**

Web Designer

- ◆ Designed web mockups adaptable to Plone, an open-source content management system.
- ◆ Worked closely with project managers and clients to develop website design specifications.
- ◆ Worked with clients to emphasize consistency in visual identity across various media.

REDBRICKS MEDIA – SAN FRANCISCO, CA
Front-End Developer (long term consultant)

2004 – 2006

- ◆ Developed SEO landing and entry pages for major clients, primarily Adobe.
- ◆ Used HTML/CSS to build out pixel-perfect designs to match Photoshop mockups.

NATIONAL CENTER ON PUBLIC EDUCATION – KINGSTON, RI
Education Specialist

1999 – 2002

- ◆ Designed and maintained multiple interactive, data-driven web sites focused on education and public school reform.
- ◆ Coordinated efforts with database team in order to integrate simple user interfaces with strong search functions.
- ◆ Manipulated electronic files for access through a variety of media, including the web, hard copy, and CD-ROM.
- ◆ Trained students and support staff in website design and maintenance.
- ◆ Worked with faculty to develop effective presentation materials and instructional handbooks.

Education

MLIS, Library and Information Studies, University of Rhode Island, Kingston, RI, May 1999

Major focus: Visual learning and information literacy

BA, Art History, University of Rhode Island, Kingston, RI, May 1993

Technology Skills

Design and Development:

- ◆ Adobe Dreamweaver, Adobe PhotoShop, Adobe Illustrator, Adobe InDesign, Adobe Acrobat, Quark, Flowplayer, SPSS DeltaGraph
- ◆ Expert in HTML and CSS
- ◆ Knowledgeable of PHP, XML, ASP, Javascript, and Flash

Content management systems:

- ◆ Sitecore, Wordpress, Plone, Liferay

Marketing tools and email messaging systems:

- ◆ Eloqua, Marketo, Vertical Response, WhatCounts, Campaign Monitor, Constant Contact