

work history

Senior Web Designer

CenturyLink – Overland Park, Kansas
Telecommunications company
January 2007 to Present

- Worked with a User Experience & Design team full of highly experienced and skillful individuals
- Acted as strategic UXD designer to provide visual design direction for the UXD team
- Re-designed home page and top level landing pages
- Lead designer on innovative products with high corporate visibility
- Lead designer of consumer level user-management interface
- Participated in user testing reviews
- Worked through requirements building for projects
- Asked challenging questions to produce the best solution
- Acted as thought leader in project development
- Focussed on usable and accessible design solutions
- Created wireframes and prototypes for interactive applications
- Designed promotional banners for Residential and Business markets
- Managed multiple projects on an ongoing basis
- Assisted with the organization and deployment of content via a content management system

Graphic Designer/Web Designer

PFW Systems Corporation – London, Ontario
Business software development company
October 2001 to December 2006

- Developed a design and branding strategy as the company's first full-time designer
- Raised awareness of the need for visual consistency
- Re-designed and maintained corporate website
- Designed, developed and maintained client websites
- Assisted in software interface design
- Designed interface and application icons
- Collaborated on development of marketing strategies
- Organized and art directed photo-shoots for advertising
- Designed company ads, newsletter, sell-sheets, presentation folder, CDs and sleeves, trade-show booths
- Designed information package for company conferences
- Managed all print production and contacts with printers

skills

Interactive

- Interface design
- Interaction design
- Information architecture development
- Icon design
- User testing
- HTML and CSS
- Javascript knowledge
- Usability and accessibility
- Browser compatibility issues and quirks
- Current with latest web design and development trends
- Multivariate design testing

Print

- Brand strategy development
- Advertising design
- Corporate collateral design
- Trade-show booth design
- Photo-shoot art direction and planning
- Logo and identity design
- Pre-press file prep

Management/Planning

- Marketing strategy planning and implementation
- Team management
- Project management
- Product and solution research
- Client relations for website development
- Content proofing for accuracy and spelling
- File organization and backup

education

John Brown University

Siloam Springs, Arkansas
August 1992 to May 1996

- Bachelor of Science Degree
- Completed four year program with honours
- Art and Design major
- Journalism minor

Advertising & Promotions Designer

Universal Products – Wichita, Kansas
International automotive and custom graphics vendor
February 2000 to August 2001

- Developed and designed two online ordering systems
- Maintained company website
- Designed trade-show booth and collateral
- Designed new product identities
- Helped research and implement a digital large-format printer
- Photography for catalogs and advertisements
- Pre-press work for print files
- Managed printing contacts
- Ran press checks
- Assisted with maintenance and troubleshooting of Apple computer systems and software for three departments
- Developed an efficient file back-up system

Project Manager

Summit Catalog Company – Denver, Colorado
National foodservice catalog company
December 1997 to January 2000

- Designed layout and cover for 75+ page catalogs
- Coordinated entire production of catalogs
- Identified and obtained required data and images
- Maintained client relations
- Assisted in development of custom database
- Completed proofing for content accuracy and spelling

Freelance Designer

January 2005 to Present

- Website design
- Website development – HTML, CSS, javascript
- Business consulting – logo, brand management

CLIENTS

Visual Memories – Wichita, Kansas
Brock Solutions – Kitchener, Ontario
Strom's Sweet Corn – Guelph, Ontario
Intrafinity – Toronto, Ontario

software

- Adobe Photoshop CS3
- Adobe Illustrator CS3
- Adobe InDesign CS3
- Adobe Dreamweaver CS3
- Adobe Acrobat 8 Professional
- QuarkXpress 4
- Lotus Notes
- Microsoft Outlook
- Mac OS X, Windows