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## BACKGROUND

Designer with extensive experience specializing in HTML/CSS layout, JavaScript, and front-end/back-end design and development. Additional experience with user interfaces, information architecture, content management systems, PHP, ASP, Flash animation, search engine optimization, e-commerce, advertising, photography, typography, print design and more.

### California State University, Fullerton

Bachelor of Fine Arts  
Art/Graphic Design

## OVERVIEW

Web & Print Design  
Web Development  
E-commerce  
Information Architecture  
User Interface  
Mobile Applications/Web Sites  
Content Management Systems  
Search Engine Optimization  
Cross Platform/Browser Awareness  
Typography  
Photography

Coda  
Dreamweaver  
Flash  
Illustrator  
InDesign  
Photoshop  
Acrobat  
QuarkXpress

HTML  
CSS  
PHP, ASP  
JavaScript/jQuery

## EXPERIENCE

### Web Producer

CBS Interactive  
Carlsbad, CA. May 2011 - Present.

### Freelance Designer / Developer

Self Employed  
Fallbrook, CA. Feb 2009 - May 2011.

- Consulted, designed and developed HTML, PHP, ASP and Flash based web media for clients (web applications, blogs, corporate sites, flash animation and video, banner ads, and speciality e-commerce)
- Oversaw and completed integration of custom web site with internal Microsoft Dynamics GP CRM to reduce time when processing online orders
- Implemented strategic SEO and online advertising techniques with successful increases in exposure and sales
- Designed accessible standards-based HTML web and touch interfaces to streamline online processes such as order lookup, inventory management, and registrations systems
- Provided graphic design services (logo design, stationary systems, brochures, advertisements) to establish new businesses, and expand existing products

**CLIENTS:** Cool-n-Save/Greenway Design Group, JudeFrances, Bamboo Pink, Quilt in a Day, Evenson Design Group (CU Times, Aon, AIS), Talley Communications, Marin & Colusa, Quiltsmart, GoNorth Design, Santa Barbara Web Hosting, Louisiana State University Medical, Oasis Web Concepts (The Ken Blanchard Companies, Pfizer, KWVE FM), Shaw Rousselet LLP

### Designer

WollnerStudios Advertising, Inc.  
Buena Park, CA. Jan 2008 - Feb 2009.

- Designed and produced (HTML and Flash-based) interactive and printed media for clients
- Converted time-consuming and cost-prohibitive Flash applications to HTML-based applications
- Lead production designer for *Color & Aroma Magazine* and *REST Magazine*
- Coordinated projects with outside developers, writers and photographers
- Met with clients and vendors to assist with project proposals

**SAMPLE CLIENTS:** Marriott Los Angeles Downtown, Yamaha/MIDtainment, TUI University, UGMC Stone, Color and Aroma Magazine, REST Magazine, D-Link

## EXPERIENCE

### Webmaster

Quilt in a Day, Inc.  
San Marcos, CA. 1998-2000, 2003-2008.

- Developed custom ASP/SQL based e-commerce catalog, shopping cart and inventory back-end with valuable marketing report capabilities
- Redesigned HTML web sites resulting in substantial increases in sales
- Designed web-based touch interfaces for current POS-based system that integrated web site features with daily retail store operations, dramatically reducing time spent on sales tasks
- Introduced and designed weekly e-mail sales newsletters that noticeably increased sales and web traffic each week
- Standardized the scanning and photography of products for the web site
- Managed web hosting accounts, services, certificates and domains
- Performed system and network administration services

### Webmaster

Qbigoene, Inc.  
Carlsbad, CA. 2001-2002.

- Designed, and aligned with established branding, web sites for Qbigoene (corporate site), and the various divisions: Excell Biotech, MERLIN Custom Services, Adenovirus.com
- Redesigned web interface for gene sequencing web application
- Designed and managed e-mail newsletters and subscriber lists
- Collaborated between international offices (Canada, UK, France) to design specialty web sites and presentations
- Managed web hosting accounts, domains and internal Linux e-mail servers
- Working under the Director of IT, performed system (Windows 2k Server, NetWare, Linux) and network administration duties as well as help desk support (60+ local users & international)