



# The B side of design

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### **TECHNICAL SKILLS**

**Hardware-** Pentium 4, Intel w/ Centrino (Notebook and desktop)

**Operating Systems-** Windows XP (Home & Professional), Mac OS X

**Languages-** JavaScript, HTML, CSS, XHTML, currently learning MXML, CFML and components basics, RSS feeds.

**Databases-** basics of Microsoft SQL Server 2005

**Software-** Proficient in Adobe CS3 (Dreamweaver, Flash, Adobe Photoshop, Image Ready, In Design, Contribute CS3, Illustrator, Adobe Premiere). Quark Xpress, Web Trends, Coldfusion 8, Acrobat, Microsoft Office XP, Visual Studio 2005, Corel Draw, Smart Help+, B.B. Edit, FrontPage, PowerPoint, Homesite, Premiere, Go Live, Macromedia Director, Microsoft Sharepoint, After Effects, Discreet 3DS Max, Microsoft Access, Audacity (podcasting), Sound Forge XP 5.0, Ipswitch WS\_Professional, Fetch, Safari, Internet Explorer, Mozilla, & Netscape.

### **PERFORMANCE SKILLS**

- Knowledge of SEO techniques and Section 508 compliancy.
- Experience with CMS and SharePoint applications as well as FTP, RealMedia, and CODEC's
- Knowledge of best practices to maximize site usability and interactivity.
  - \* Excellent interpersonal, communications and organizational skills
  - \* Demonstrated project management skills
  - \* Ability to meet deadlines and manage multiple tasks and priorities
- Knowledge and demonstrated experience with cross-browser and cross-platform issues

### **12/02-present FREELANCE DESIGN EXPERIENCE on behalf of The B side Designs**

#### **Web/ Graphics/ Multimedia Designer**

- Created websites, flyers, direct mailers, brochures, posters, and business cards.
- Prepare and slice graphic images for the web, made screen shots of designs.
- Prepared and proofread sitemaps and storyboards.
- Translated prototypes and PSD's into launch-ready.

- Created and maintained templates using HTML, and CSS.
- Test web modules.
- Created landing Pages.
- Ad Design.
- Logo Design.
- Flash Animation.
- Produced stationary, typography, and prepress.
- Produced Holiday greeting cards.
- Took detailed meeting notes by hand, and turned them into detailed MS Word template reports. Produced 4-8 weekly Status Reports in Excel, & created filing systems.

## **RECENT CLIENTS**

- Logistic Management Institute
- Inova Hospitals
- Goodyear in Ashburn
- SMI
- Simply Wireless
- American College of Radiology
- Digital Output Corporation
- Cossette Post Communications
- United States Post Office
- DBP
- EIQMS
- Metafor Entertainment
- Winning Lives Organization through FCPS
- Cox, Matthews, and Associates

## **DESIGN EXPERIENCE**

<b>02/08-present</b>	<b>Cox, Matthews, &amp; Associates</b>	<b>Fairfax, VA</b>
<b>Sr. Web/ Graphic Designer</b>		

- Create websites from concept to creation.
- Managed and supervised junior designer.
- Produced websites from print materials.
- Designed sitemaps, wireframes, comps, and prototype demonstrations.
- Assessment of communication strategies/tactics, attending brainstorm sessions and helping concept rich content features.

- Coordinate usability testing sessions with external vendors.
- Manage 3rd party/contractor relations including contracts.
- Created graphical elements (banner ads, PDF ads, images, icons, layouts, etc.)
- Created and maintains multiple current websites for Diverse.
- Create print graphics and landing pages.
- Provide art direction to junior designer.
- Create branding for all sub-brands.
- Create logos, business cards, tradeshow signs, flyers, and other print design.
- Produce web chats and podcasts.
- Develop and manage schedules, budgets, requirements documentation and statements of work.
- Editing and converting video clips for streaming and embedded online video.
- Identify, gather, develop and manage diverse content (project assets including images, textual manuscripts, audio, video, scripting) along with technical requirements and site architecture diagrams, to produce accessible, standards-compliant web sites on schedule and budget.
- Met with clients and manage production schedules for assigned projects in collaboration with Supervisor and team of producers, designers and programmers. Supports other web site design, development and maintenance projects.
- Proficient in the use of Content Management System (CMS) and hand-coding HTML to develop web pages through graphical or command line interfaces.
- Assesses compliance with applicable accessibility standards and determines necessary measures for remediation.

**08/07-2/08 American Society of Civil Engineers**

**Reston, VA**

**Web Designer**

- Produced web templates in Dreamweaver and Contribute.
- Managed daily web updates.
- Created flash banners.
- Created flash sites and flash animations.
- Create websites from concept to creation.
- Designed sitemaps, wireframes, comps, and prototype demonstrations.
- Created graphical elements (banner ads, PDF ads, images, icons, layouts, etc.)
- Created print materials such as invitations & postcards
- Created logos.

- Met with clients and manage production schedules for assigned projects in collaboration with Supervisor and team of producers, designers and programmers. Supports other web site design, development and maintenance projects.

**06/07-8/07 Diversity Business Practices Washington, DC**

**Freelance Graphics Designer**

- Produced Ads for magazines.
- Produced Booth signage.
- Created tradeshow banners.
- Created and table signage, menus, invitations, and podium signs.
- Created tradeshow banners,
- Designed book covers.
- Created logos.
- Created letterhead.
- Created graphical elements for web pages.
- Created graphics for Powerpoint presentations.
- Created postcards.
- Created flyers.
- Designed both digital and print calendars.
- Created numerous branding materials.
- Created signature usage guide.
- Created brochures.
- Created graphical elements (banner ads, PDF ads, images, icons, layouts, etc.)
- Made daily web updates to website
- Created branding for both print materials and websites

**02/07-4/07 TallyGenicom Chantilly, VA**

**Short-term Senior Web and Graphics Specialist**

- Lead graphic and web designer on global advertising and marketing initiatives to further brand TallyGenicom.
- Utilized Photoshop, Illustrator, InDesign and QuarkXPress to create numerous print materials such as postcards, flyers, brochures, catalogs and trade show booths.
- Designed and managed updates of the corporate worldwide website.
- Upheld and built upon corporate branding standards.
- Made daily web updates to coincide with print materials
- Created graphical elements (banner ads, PDF ads, images, icons, layouts, etc.)

- Project Highlights:
  - \* Manufacturing section creation for TallyGenicom worldwide website.
  - \* Product launch kit package design.
  - \* “Free Ethernet” promotion direct mail.
  - \* (4) 89 foot tradeshow banners.
  - \* Mobile, Laser, and Serial brochures.
  - \* Printer Product Guide Catalog.

**06/06-02/07 The Map Network Washington, DC**

**Online Producer**

- Database updates, and query entries in Access.
- Created Flash buttons, interactive maps, and banners.
- Daily Web Content Management.
- Updated web content.
- Created several Flash images.
- Created graphical elements (banner ads, PDF ads, images, icons, layouts, etc.)

**7/04 - 12/04 Cossette Post Communications, New York, NY**

**Contract Associate Interactive Producer**

- Worked on team for McDonald’s “I’m Lovin It” campaign
- Made screen shots of designs.
- Took detailed meeting notes by hand, and turned them into detailed MS Word template reports.
- Produced 4-8 weekly Status Reports in Excel.
- Received daily e-mails to be printed, logged, and filed.
- Made filing binders, and created filing systems.
- Made tracking spreadsheets of designer’s progress.
- Met with clients and manage production schedules for assigned projects in collaboration with Supervisor and team of producers, designers and programmers. Supports other web site design, development and maintenance projects.

**12/03 - 2/04 Digital Output Corporation, Washington, D.C**

**Seasonal Graphics Designer**

- Produced stationary, typography, and prepress.
- Produced Holiday greeting cards.
- Photo Retouching, resizing and resampling in Photoshop
- Took direction from Art Director

**EDUCATION**

**12/03–6/05** B.F.A.,  
| Online Academy of Art San Francisco

**7/02–12/03** Associates Degree, Visual Communications Vienna, VA  
Gibbs College  
Graduated with Honors, Dean's List

**Teacher's Assistant**

- Taught basic modeling in 3DS MAX/ Art Director for projects.