

springersite.com • digital media strategic planning and execution

objective

To find an engaging work environment that fully utilizes my diverse business experience in Interactive Design & Development.

computer skills

proficient in:

Adobe Photoshop
 Adobe Flash
 Adobe Dreamweaver
 Adobe Illustrator
 Microsoft Project
 Microsoft Visio
 Sorenson Squeeze
 Hand coding HTML
 Action Script 2.0
 CSS

familiar with:

Action Script 3.0
 Microsoft Powerpoint
 Microsoft Word
 Microsoft Excel
 QuarkXpress
 Adobe Premiere
 Adobe InDesign
 Javascript
 XML

working knowledge:

ATG Dynamo
 IBM Websphere Portal
 IBM Websphere Commerce
 IBM Websphere WCM
 Akamai Technology
 Adobe Scene 7
 Omniture
 Cheetah Mail
 ASP, JSP, PHP

experience

Learning Curve Oak Brook, Illinois

Digital Media Design and Production Manager

August 2004 to June 2010

- Managed the complete creative process and led the in-house design team in delivering effective digital media campaigns, including large-scale website development, targeted messaging, and online advertising
- Managed each project's scope: strategic positioning and planning, business requirements, timelines, and budgets—as well as post-delivery recommendations and enhancements
- Effectively translated branding and marketing strategies from off-line to online for such brands as Thomas & Friends Wooden Railway and The First Years
- Presented abstract creative concepts and campaigns in a clear and effective manner to internal and external senior management
- Inspired creative collaboration across the organization, increasing awareness and usage of digital media in more “traditional” marketing campaigns
- Helped to develop online direct-to-consumer e-commerce strategy
- Provided creative leadership role-modeling in mentoring the design team

Senior Web Designer

July 2001 to August 2004

- Designed and maintained business-to-business website, ensuring highest level of graphics and HTML standards
- Generated siteflows and wireframe mock-ups keeping projects in scope and on time
- Collaborated with sales and marketing departments to define key goals and best business practices for online content
- Provided expert analysis and input during team projects that involved design and development
- Served as in-house expert on all published corporate electronic media including art direction of corporate multi-media CD-Rom

experience

Intercap Financial Systems Chicago, Illinois

Visual Design Architect

August 2000 to April 2001

- Developed user experience strategy and interface design for web-based applications
- Established information architecture and usability
- Led the team creatively with an understanding of technical limitations
- Project-managed design timeline in application development
- Established the corporate identity, designed print collateral and redesign of the company's corporate website

One 2 One Integrated Marketing (member of Ambrosi) Chicago, Illinois

Senior Designer

July 1999 to August 2000

- Established brand image for clients, created effective advertising, targeted markets and utilized the most effective media to promote their brand
- Designed complete print and interactive media, servicing business-to-business and business-to-consumer

Ambrosi and Associates Chicago, Illinois

Digital Imaging Specialist

September 1996 to July 1999

- Directed workflow, teaching new skills as well as department standards.
- Asserted my artistic abilities for such clients as Godiva, Mark Shale, Motorola, Ulta3 and Sears
- Collaborated with Designers, Photo Coordinators and Art Directors to construct dynamic visual advertisements from conception to press

Playboy Enterprises Incorporated Chicago, Illinois

Internship

January to July 1995

- Assisted in the running of the studio, arranged sets and lighting equipment.
- Worked with photographers and stylist, on projects ranging from tabletop product shots to modeling sessions

freelance
photography

Steinkamp & Ballogg architectural photography, 1996

Pettersen Associates Inc. commercial photography, 1996

education

Columbia College, Chicago Illinois

Bachelor of Arts, 1996

Major: Fine Art / Commercial Photography

Minor: Marketing Communications

Illinois Institute of Technology, Chicago Illinois

Webmaster Certificate Program, 2000

DePaul University, Chicago Illinois

Project Management Certification, 2009