

profile : As a craftsman of many skills, I enjoy working hands-on and learning something new everyday. With a wide range of experience in the field of design -- I enjoy working on websites, concepting new ideas, and transforming great ideas into a great success story.

My goal with design is to continually improve the human-computer relationship through improved user interfacing; thus making our lives easier and more enjoyable.

experience : **Founder/Creative Director :: SR Design+ (Dec 2000 - Present)**
Contracting services offering design consulting and services for web and graphic design.

Senior Developer/Designer :: XO Create! (Dec 2006 - Mar 2009)
Developed award winning designs in both web and package design fields. Typical assignments include design & development of corporate website, custom GUIs and information graphics, custom dieline development and file management for press, market research for product prototype development, and client consultation/development for SEO optimization and usability enhancements.

Senior Creative Designer :: Smart Marketing & My Wedding Favors (Dec 2005 - Dec 2006)
Directed and assisted online marketing efforts using research results from KEFTA split-user testing. Instituted time-saving work-flow for future designers to handling website maintenance and development.

Senior Creative Designer/Interface Designer :: Informiam (Mar 2004 - Dec 2005)
Responsible for leading design team in product creation and conception of Informiam's ground-breaking web application software. Responsibilities included: Creating innovative and unique custom Interface designs, usability/functionality testing, corporate identity/branding, Flash software prototyping, website design, and tradeshow graphics and collateral.

Multimedia & Web Assistant :: LINK2GOV Corporation (May 2000 - Aug 2000)
Worked with Marketing Department to create Flash animations for company trade shows. Used Photoshop to create and modify graphic images for use in Flash animations and web sites, and created much of the design concepts and animation flow over various in-house projects.

skills

Skill Name	Skill Level	Last Used/Experience
Website Design	Expert	Currently used / 10 years
HTML, CSS, Javascript	Expert	Currently used / 9 years
Graphic Design / Print Media	Expert	Currently used / 8 years
Front-end Interface Design (Web)	Intermediate	Currently used / 6 years
Flash Actionscript / Animation	Intermediate	1 Year Ago / 5 years
PHP	Intermediate	Currently used / 5 years
Video/Audio Editing & Compositing	Intermediate	Over 1 year ago / 5 years
CMS Systems (Joomla, WordPress)	Expert	Currently used / 4 years

contract : *Wood Partners :: www.woodpartners.com*

Replaced corporate flash site with a more robust Joomla based CMS and custom design.

The Stoneridge Group :: www.stoneridgegroup.com // www.digitalvictory.com

Lead web developer and designer for Republican candidates across the U.S.. Worked with custom CMS integration and online donation systems to manage campaign websites.

PLUSH Real Estate Media :: www.plushrealestatemedia.com

Developed XHTML/CSS, and PHP templates that integrated with custom FLV interface for online portfolio.

Juice Analytics

Logo design for New York analytics company.

Streng Insurance, Mountain Insurance, CitiGeneral Insurance, and Independent Insurance

Provided logo designs for each sister corporation. Maryland and Virginia Head Quarters.

Daycon Corporation

International B2B cleaning supply company HQ in MD, recreated company brand identity.

Global Vision Studio :: www.gvstudio.com

Created website and brand identity and flash website for the California based Audio/Video, Media Design Firm.

XO Create! :: www.xocreate.com

Assembled dynamic flash site for a local GA Design firm. (Awarded AIGA SEED AWARD 2007 - Web Design)

*RE-BRANDED 2010 - Now a Personal Training and Fitness Website. Site built on WordPress platform.

Fiona Walker :: www.fionawalkernyc.com

Built flash website to promote and showcase designer clothing from Fiona Walker in NYC.

education : *Art Institute of Atlanta September 2000 - December 2003*

- BFA Multimedia & Web Design (Best in Show - Portfolio Award)
- Phi Eta Sigma National Honor Society
- 3.9 GPA Summa Cum Laude

associations : • American Institute of Graphic Arts (AIGA)

References, contacts, and portfolio work available upon request.