

Computer Skills

Software: MAC and PC, Photoshop, Illustrator, Dreamweaver, WordPress, Flash, Word, PowerPoint, Excel, various proprietary aviation database, CRM and Scheduling software
Languages: HTML, CSS/XHTML, PHP for WordPress, JavaScript implementation and editing

Experience

Freelance Designer / Production Artist (see web portfolio for examples) | January 2008 – Present
Industries: Non-profit, Aviation, Photography, Commercial Real Estate, Eco Cleaning Products, Interactive Health Care
Clients include: JetDirect/ Wayfarer Aviation, Advancing Ideas LLC, CleanWellll, Grubb & Ellis, USF, ePocrates

- Designed and developed custom WordPress sites
- Created CSS/XHTML templates and websites
- Designed and coded HTML email marketing pieces

Marketing Services Coordinator / Website Manager | October 2004 – December 2007
TAG Aviation – Burlingame, CA
<http://www.tagaviation.com>

- Produced web content updates, produced new elements (banners, pages, etc.), and implemented structural changes (navigation/layout) greatly improving the efficiency and integrity of company online assets
- Designed, developed, and deployed (using empulse through SalesLogix) HTML email campaigns
- Designed suite of corporate service postcards
- Worked closely with outside vendors to ensure that work adhered to brand guidelines and new designs met company requirements
- Provided input and advice on new website strategies/designs
- Selected, color corrected, and retouched images from a library of 2,000+ RAW files for online and print applications
- Provided company-wide technical assistance on a range of business, graphic, web and research applications
- Organized digital photo and corporate identity graphic assets
- Created templates for and conformed legal documents and aircraft spec sheets
- Tracked the accuracy of and updated external website available aircraft listings
- Catalogued and invoiced print advertising
- Prepared cost analysis reports for specific marketing campaigns

Freelance Web Designer (see web portfolio for examples) | January 2002 – October 2004

- Designed and coded small business sites

Conference Coordinator / Production Assistant | February 1999 – January 2002
Aaron Marcus and Associates – Emeryville, CA
<http://www.amanda.com>

- Maintained and updated company website, Intranet, and client Extranets
- Prepared typography and color guideline documents for client projects including the Getty Museum website redesign
- Coded HTML screen prototypes for clients, including Visa
- Redesigned news and services (tutorials) sections of company website, increasing the visibility of available course offerings
- Managed company conference appearances, coordinating travel arrangements for conference attendees, preparing and tracking tutorial proposals, preparing PowerPoint handouts and presentations (for attendees and presenters), and managed presenter schedules
- Redesigned, standardized, and managed company PowerPoint presentation template
- Produced complicated MS Word reports, and enforced template standards
- Documented, prepared, and edited user experience seminar videos using a digital video camera and Apple iMovie software
- Documented white board schematics for digital still archives

Education

B.A. – Cultural Studies, Hampshire College, Amherst, MA.
(Courses in HDFS – Cornell University; Courses in Liberal Arts – SUNY Albany)
(Courses at BAVC, CEA, SFSUMSP, UC Berkeley Extension, Future Light Digital Workshops)