

OBJECTIVE: Visual Web Designer and Producer

PROFILE

- Digital producer working closely with cross functional teams, developing websites and other site-based web assets creating and iterating sitemaps, wireframes, comps, and prototypes into launch-ready, pixel-perfect, valid XHTML/CSS/Javascript for use on site and mobile platforms
- Implement best practices in user experience design by applying my knowledge of the creative production pipeline such as pre-production, story boarding, style mockups and wireframes using Photoshop, Illustrator, XHTML, CSS, Dreamweaver, Internet Marketing, Accessibility, Usability, SEO and Web Analytics
- Web communication designer applying knowledge and experience of visual and animation design with good sense of timing, rhythm and pace for online advertising using Flash, After Effects and Premiere as well as incorporating audio using Audacity and Flash Media Encoder for delivering video output
- Conceptualize and translate graphic design into web, mobile and print platforms by applying excellent knowledge of typography, composition, colour theory, grid systems using InDesign, Photoshop and Illustrator skills, as well as a highly developed sense of visual design for brand identity and corporate communications
- Master's Degree with vast experience in high tech design and production with the proven ability to build complex prototypes and models for simulation and analysis that convert business issues into system solutions integrated with existing work processes that measure ROI across all business groups company wide
- Thrive in an invigorating environment of team work, joint problem solving, and common commitment to goal achievements with ability to influence at any level, especially when making design and technical decisions
- Handle multiple project requirements, negotiating specifications within complex technical environments with both technical and non technical colleagues among creative, development, editorial and QA teams internationally

PROFESSIONAL EXPERIENCE

Incisive Media, London, UK

Jan 2011 to Present

WEB PRODUCER

- Deliver digital designs across a wide range of B2B websites by producing and maintaining web pages, templates, email newsletters, adverts and other marketing web material using my ability to design website layouts, user interfaces and web adverts as well as hand code W3C compliant XHTML and CSS while consistently demonstrating awareness and ability to converse and iterate with multiple international development teams
- Responsible for front end web design with excellent understanding of web projects and implementation methodologies; translating sitemaps, wireframes, PSD comps and prototypes into launch-ready, pixel-perfect, valid XHTML/CSS/Javascript for use on site and mobile platforms using my ability to troubleshoot technical and design problems logically and systematically with an expert eye for detail
- Produce online assets including website builds, email marketing campaigns, microsites, social media

channels, mobile applications, and online advertising campaigns including videos and rich media banners while exploring and leveraging new technologies and digital trends in order to deliver technical innovation with visual design flair within the company's ever changing web presence

- Extract, develop and clarify requirements from clients with an understanding of what makes effective and clear project briefs, cost estimations and timing plans; collaborate with marketing managers, content editors, and several international development teams to ensure design vision is maintained, final markup is standards compliant, and UI deliverables are completed on time

Propeller Mobile, London, UK

Sept 2010 to Jan 2011

WEB PRODUCER

- Directed web designs and functionality for mobile apps with developers and designers using my working knowledge of XHTML, CSS, programming languages, Photoshop and user interface design
- Created sitemaps, wireframes and design compositions to illustrate site structure from my understanding of usability, accessibility, and other design variable
- Independently led creative producer activities on small and medium sized projects by setting internal client expectations and managed vendors who executed the actual designs and updates to the companies digital assets
- Responsible for handling design and development requests with the ability to set accurate production timelines and co-ordinate budgets
- Managed design & production in terms of quality and alignment with project specification
- Led client and external interviews, workout sessions, team meetings and solution formulation

Samaritans, Surrey, UK

Nov 2009 to Aug 2010

WEB OFFICER, FUNDRAISING AND COMMUNICATIONS

- Provided copywriting and marketing communications for online versions of campaigns and promotions
- Maintained Samaritans' ongoing online activity including the main intranet, national website, project micro-sites, branch websites, and social networking pages and implemented new content and functionality
- Generated new content such as graphics, page design, embedded applications, multimedia files, user interfaces, html promotional emails and the production and maintenance of technical documentation
- Delivered streamlined content using strong knowledge of XHTML and web design for blogs, websites, and Flash formats including the creation of targeted messaging for a variety of audience profiles and markets functionality
- Generated new content such as graphics, page design, embedded applications, multimedia files, user interfaces, html promotional emails and the production and maintenance of technical documentation
- Set and controlled user and group accounts and permissions; managed internal and external supplier performance; tested new developments on all relevant platforms before going live
- Provided copywriting and marketing communications for online versions of campaigns and promotions

Silicon Valley, CA and London, UK

Nov 2005 to Jan 2011

FREELANCE VISUAL WEB, GRAPHIC AND PRESENTATION DESIGNER

- Delivered online visual designs and web graphics for sales and marketing communications
- Sound knowledge and skill of the industry's best practices in the areas of web, graphic and layout design using Photoshop, Illustrator and InDesign whilst always adhering to company brand guidelines
- Designed and delivered artwork for Print including multi-page brochures, posters and magazine advertisements as well as high resolution photography
- Presentation designer, including image enhancement, story-boarding and authoring, which resulted in the successful planning, organising and implementation of client PowerPoint presentations

- Designed and systemised social media tools for maximising campaign and PR opportunities by engaging and inspiring users

Hilton Hotels International, Watford, UK

March 2008 to Jan 2009

DECISION SUPPORT MANAGER, CUSTOMER INSIGHTS

- Responsible for the design, usability and system development of financial, guest loyalty, quality assurance, revenue management and off/on-line marketing Key Performance Indicators (KPIs) in performance dashboards published in a client application website
- Led business data analysts who pulled together information from different database systems such as Business Objects and WebTrends, resulting in a total technical solution adhering to specific user needs for the presentation of key customer trends and activities by market segment for senior management across the international community
- Developed statistical model for top inbound leisure and business source markets forecasting change in arrivals as a function of external economic indicators such as country GDP, exchange rates, unemployment, and inflation

DecisionPower, Campbell, CA

Jan 2007 to Sept 2007

SR MARKET MODELER

- Managed projects involving multiple stakeholders in a consulting environment requiring exceptional negotiating skills, managing expectations with regard to schedule and budget
- Presented detailed interpretation of insights into customer behavior and campaign strategy leading clients to improve their revenue and market share thus succeeding in their markets
- Delivered analysis of results from what-if scenarios to answer traditional and non-traditional business questions, forecasting potential business opportunities and associated risks including external factors such as weather and economic variability
- Interpreted and processed syndicated and non-syndicated marketing databases using regular as well as ad hoc techniques

Personal Sabbatical – Freelance Career Start-up

Nov 2005 to Dec 2006

VISUAL WEB AND GRAPHIC DESIGN

- Began freelance career working on presentation design and clean up for various Silicon Valley firms and marketing teams
- Coursework in Internet Marketing, PowerPoint, Photoshop, Dreamweaver, and Business Start-ups

DSP Group Inc., Santa Clara, CA

Nov 2002 to Oct 2005

RF ASIC DESIGN ENGINEER

- Researched, investigated and designed RF IC chips for cordless telephony
- Managed analog design team in top level chip development and system integration
- Achieved cost reduction for existing chips by reducing chip area while improving communications system performance

Guerra Technologies, San Jose, CA

March 2001 to Oct 2002

ELECTRICAL DESIGN AND SYSTEMS ENGINEER

- Demonstrated creative problem solving abilities on a team of engineers commanding a wide variety of skills required to supervise a number of diverse customer needs including system engineering, reliability and failure analysis, and prototype verification

- Identified needs and worked on specific RF design projects and tasks including Wi-Fi system development, telecom applications and global positioning systems

New Focus, Inc., Santa Clara, CA

Nov 1994 to Feb 2001

ELECTRO-OPTIC DEVELOPMENT ENGINEER

- Technical liaison with Sales to assess risks based on potential business opportunities
- Initiated and developed on-going partnerships with printed circuit board vendors and machine shops and provided detailed recommendations for process improvements
- Increased production output by streamlining manufacturing processes and procedures through enforcing quality control measures and promptly resolving yield and failure issues

EDUCATION

- Degree in Web Design and Production West Valley College, CA (currently enrolled online)
- Master’s Degree in Electrical Engineering Santa Clara University, CA 2001
- Bachelor of Science in Electrical Engineering San Francisco State University, CA 1993

COMPUTER SOFTWARE AND PLATFORMS

SKILL	LEVEL	LAST USED
Design and Web Development Tools		
Adobe Photoshop, Illustrator	advanced	current
Adobe InDesign	advanced	current
Adobe Dreamweaver, Flash, ActionScript	proficient	current
(X)HTML, CSS, Spry, Ajax, PHP, jQuery	proficient	current
CMS: Activediton, Immediacy, Confluence	proficient	current
Google Analytics and web statistics	proficient	current
Productivity Software		
Microsoft PowerPoint	advanced	current
Microsoft Word	advanced	current
Microsoft Excel	advanced	current
Microsoft Outlook	advanced	current
GroupWise	advanced	current
Market Modeling Simulation Software		
SPSS	advanced	Hilton
MarketSim	advanced	DecisionPower
Database Tools		
MS Access	advanced	Hilton
Other company proprietary databases and client applications	advanced	Hilton, DecisionPower
SQL	proficient	Hilton, DecisionPower
Engineering Design Tools		
Cadence Design and Layout EDA software	advanced	DSP Group, Guerra Tech
Matlab	advanced	MS Electrical Engineering
Mathcad	proficient	New Focus
Labview	proficient	New Focus
PSPICE	advanced	DSP Group
Programming Languages: C, Fortran, Assembly...	proficient	New Focus
Operating Systems		
Windows	advanced	current
Unix	proficient	DSP Group, Guerra Tech
Mac	proficient	DecisionPower