

## Summary

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Visionary, detail-oriented **Web Designer** with solid background in print and electronic design within corporate, start-up and freelance environments. Classically trained in visual design and usability principles for print and web media. Expertise in both design and production evidenced by individually building web sites from concept to completion.

## Skills/Tools Summary

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- Windows and Mac platforms
- HTML, CSS, JavaScript
- Web Content Management applications
- Macromedia Dreamweaver / HomeSite
- Macromedia Flash
- Adobe Illustrator
- Adobe Photoshop/ImageReady
- Adobe Acrobat
- Quark XPress
- Microsoft Office, Microsoft FrontPage
- Microsoft Visual InterDev
- Lotus Notes
- Multimedia software including: Astound, Adobe Premiere, Sound Edit 16, Avid, Sorenson Squeeze, ProTools and Polycom video, audio and web conferencing technology.

## Experience

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### Freelance Web/Graphic Designer

#### *Vox Designs*

1997 to present

- Developed, designed and maintained web sites, Flash presentations and HTML projects for clients such as: Avid Technology, Polycom, PictureTel, Velir Studios, Angelo & Maxie's Steakhouse, In Choro Novo, Panacea Clinical Research, Annunciation Greek Orthodox Church, Best Dressed Baskets, Exousia, Lanworkx and SongMarket
- Provided print and logo design services for clients such as: Avid Technology, Victio, Celebrity Breakaway, In Choro Novo, Exousia, Lanworkx, Panacea Clinical Research, and SongMarket

### Web Designer / Developer

#### *Polycom, Inc. / PictureTel Corporation*

2001 to 2005

Andover, MA

- Maintained and managed corporate web site and provided company-wide technical support
  - Managed, launched and supported regional spin-off sites including Asia-Pacific, Europe, Canada and Caribbean and Latin America
  - Managed translation of international sites including Simplified Chinese, Spanish and French Canadian
  - Appended and restructured new and existing sections of public web site to reflect continuous product and service repositioning
  - Functioned as liaison between Web and Corporate Marketing teams for company-wide public launches and product announcements. Including coordinating of publishing activities and launch-planning
  - Coordinated public site activities with company intranet and reseller extranet
  - Managed ASP/ISP Host outsourcer
  - Supported Web Content Management application (LaunchPad™) including training of users and continuous technical support
  - Wrote and produced documentation for LaunchPad
  - Managed projects of other web team members
- Designed and managed graphics for web presence and rich media projects
  - Designed public site, style sheets & style guides
  - Provided graphic support for public site (developed banners, headers, buttons, graphics for Google)
  - Created and produced Flash presentations (including storyboards, scripting and development)
  - Developed Flash for public site as well as external projects (DVDs, tradeshow, etc.)
  - Implemented graphic, branding treatment for company Intranet, PlanetPolycom
  - Managed branding on external third-party sites (ViewCentral, Verity search engine)
  - Edited and converted video for flash projects
  - Edited, compressed and published videos on public web site
  - Designed/produced CDs for Sales Resource Materials and eBlast campaign templates for use by international Channel Partners, including fully-produced Flash presentation

- Design and HTML for e-communications distributed via online marketing database (OLM), distributed to extensive internal database list as well as purchased external lists
  - Designed and coded eBlasts distributed to end-users, channel partners and potential customers announcing new products, services and special programs
  - Created and coded bi-monthly eNewsletter (Polycom Sights & Sounds) in six languages
  - Produced e-communications for company-sponsored tradeshows, seminars, webinars and conferences
  - Designed and coded Holiday e-cards from CEO for end-users, channel, investors, and employees
- Company-wide technical support and services
  - Provided graphic, software, IT and technical support for department colleagues (includes presentation support, tech help, conversion of documents to PDF, and collateral layout and pre-production support for Creative Director)

## Web Guru

### **Asri.com**

2000 to 2001

Waltham, MA

- Pioneered the Web Production department for development of a new line of recruitment services to be sold to clients
- Designed, developed, produced and maintained the company's newly overhauled web presence including Flash presentations, db-based client login and searchable media calendar
- Created, developed and produced web and Flash projects for company clients for events such as Employee Referral Programs and Open Houses

## Graphic Design Artist

### **Aspeon Solutions / Restaurant Consulting Services, Inc. (RCS<sup>3</sup>)**

1997 to 2000

Danvers, MA

- Responsible for design and production of all marketing materials, collateral, presentations, HR forms, business plans and sales proposals
- Designed the corporate identity for RCS<sup>3</sup>
- Developed and designed sales proposal boilerplate
- Designed, produced and maintained company web site
- Developed, designed and maintained web sites for such clients as Chart House Enterprises, Angelo & Maxie's, XandO, Inc., and provided web services for ECRI, Aventis, and Blimpie International
- Coordinated and managed company exhibit at FS/TEC '97-'99

## Proposal Graphics Specialist

### **DAKA International, Inc.**

1996 to 1997

Danvers MA

- Responsible for graphics projects from concept to completion
- Designed and introduced color graphics to monochrome proposal production
- Produced professional-quality proposals (from organization, formatting and proofing to printing and assembly) under heavy deadlines, for contract foodservice division
- Designed and produced collateral and promotional materials
- Provided in-house graphics services to other divisions
- Solely constructed proposal boilerplate template for K-12 segment

## Education

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- Fitchburg State College, Fitchburg, MA, 1995  
B.S. in Communications/Media with a concentration in graphic design
- University of Massachusetts Lowell, Lowell, MA  
Academic Profile includes Intro. To Multimedia, Designing Multimedia for the WWW
- Boston University Corporate Education Center, Boston, MA  
Mastering Web Application Development Using MS Visual InterDev 6

## Interests

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Film, Vocal Performance, *Monty Python's Flying Circus*