

## Qualifications

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**Creative Designer/Web Master:** 14 years experience providing high-impact web and print design, company identity, strategic advertising campaigns and online user experience.

**Exceptional Skill Set:** Results-driven creative thinker, innovative problem solving skills, highly resourceful with an engineer mentality and the ability to make the work seem effortless.

**Exemplary Leadership Qualities:** Innate ability to motivate others and maintain focus on the assignment, while maintaining positive attitudes, ability to establish and maintain professional relationships with all management levels and co-workers from diverse backgrounds and cultures.

**Solid Work Ethic:** Consistently deliver high-quality work, excel in fast passed positions requiring minimal supervision, outstanding time management skills, ability to simultaneously handle multiple projects and the resources to make accurate decisions.

## Professional

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Calyx Software | Dallas, TX

March 2008 – Present

### Lead Creative Designer/Project Manager

At Calyx Software, I've worked rigorously to enhance the customer experience, utilizing creative methods to acquire leads, building trust in the brand and generating revenue. I design and manage for all social media sites, including Facebook, Twitter, LinkedIn, YouTube and the company's Blog.

- Maintain multiple company websites
  - 2012 converted (calyxsoftware.com) to HTML5
  - Develop strategies to improve Search Engine Optimization (SEO)
  - Design campaign-specific landing pages and registration forms to gather leads for sales
- Designed the interface for MyCalyx.com, a portal used by Calyx customers to distribute and manage current versions of products including Point, PointCentral, Calyx Decisioning Systems and Calyx Mobile
  - Built core HTML and CSS, along with style guides, and worked with developers to create the user portal
- Design product packaging, sales collateral, brochures, flyers and tradeshow booths
- Concept and design advertisements for both digital and print, while managing deadlines and relations with publishing agencies
- Design HTML email templates used by novice team members for specific communications and campaigns
- Develop animated demos for software products using Adobe Flash and Captivate
  - Built software demos, syncing audio to screen captures following a detailed script
- Mentor Marketing Specialist/Sr. Graphic Designer
  - Instruct, coach and provide creative direction with web and print productions
  - Delegate tasks, provide first -level reviews and lend advise when needed on all joint projects

Safety-Kleen Systems, Inc. | Plano, TX

March 2004 – November 2007

### Creative Designer, Sr.

- Designed user interface properties for E-Learning, with audiences over 2,000 employees
  - Built and delivered wireframe, style guides and front-end for the internal eLearning portal
  - Worked directly with developers to implement final product
- Maintained company brand guidelines
  - Created logos and icons for Training, Marketing and Human Resources
  - Designed mailers, brochures and sales collateral

- Built and designed HTML emails
- Re-designed company website in Q3 2006
- Managed audio/video production for quarterly nationwide CEO Webcast
  - Used Flash interfaced with live video feed and PowerPoint slides
- Developed and implemented processes reducing annual expense by approximately \$180,000
  - Researched and developed resources, including e-commerce, Customer Relationship Management (CRM) and Learning Management Systems (LMS)

Consultant | Richardson, TX

June 2002 – March 2008

### **Web and Graphic Design**

Designed logos and managed company branding guidelines. I effectively worked with several companies on multiple projects from concept to completion, including: company identity, design concepts, interactive promotions, advertising, web and packaging designs.

- Idea Planet Inc.
- Serendipity LLC
- Animal Tails (television show site)
- Litton Worldwide Distribution
- Pizza Hut
- Sableux

Nortel Networks | Richardson, TX

July 1999 - June 2002

### **Multimedia Integrator**

As a contract employee for Nortel Networks (acquired by Global Knowledge), I partnered with an group of individuals to develop a proprietary training solution that integrated video synced with text and slide modules widely used by Nortel Networks; Cisco; 7-Eleven and Dell.

- Recorded and synced text, video and PowerPoint slides presentations
  - Developed for multiple platforms: QuickTime, Real Player, Windows Media and Flash Player
  - Integrated media content for both CD-ROM and web distribution
- Worked with subject matter experts on course design and developed methods to engage users.
- Worked with focus groups to hone niche methods for proprietary software

## **Skills**

### **Adobe CS6 – Creative Cloud Suite**

**Design – Adobe Master Collection:** Photoshop Extended, Illustrator, Fireworks, InDesign, Acrobat Professional

**Interactive:** Flash Professional, Dreamweaver, Captivate, Contribute, Camtasia Studio

**Web languages:** HTML5, XHTML, CSS3; XML; JavaScript; jQuery; ASP; PHP

### **Audio and video:**

Adobe: Premier Professional, After Effect, Media Encoder, Soundbooth, and Encore DVD

Apple: QuickTime Pro

Microsoft: Windows Live Movie Maker and Expression Encoder 3

**\*Proficient in Microsoft Office**

## **Education**

**Art Institute of Dallas:** March 1998 through September 1999