

📖 SUMMARY:

I have experience building websites for large and small organizations. My skills include performing website content analysis, developing site architecture, content strategy, performing competitive analysis, building wireframes, graphic design, user testing, site useability, SEO, and training of content providers.

🔑 SKILLS:

- ➔ Web content strategy: evaluating, creating, and maintaining web content across the enterprise
- ➔ Training staff to communicate effectively using the web
- ➔ Performing strategic content analysis of websites
- ➔ Working with content experts to communicate their message effectively via websites
- ➔ Designing, building, and maintaining web pages in CMS environments such as WordPress and Drupal
- ➔ UX design, web architecture, wireframes, website building
- ➔ HTML5, CSS3, Javascript,
- ➔ Photography and photo processing and editing in Photoshop and Lightroom
- ➔ Creating web graphics, banners, icons, and other artwork
- ➔ Editing copy for legibility, ease of understanding
- ➔ Ensuring conformance with institutional identity

🎯 RELEVANT EXPERIENCE:

BROWN UNIVERSITY, Providence, RI

May 2005 – March 2017

Web Communications Specialist, Office of University Communications

Designed websites and provided support for University top-level web pages and academic departments

- ➔ Created custom wireframes, graphic designs, website architecture and UX design
- ➔ Worked directly with staff and faculty in various forms of technology and online communication
- ➔ Developed websites front-end (HTML and CSS) in Drupal
- ➔ Performed competitive analysis of website content
- ➔ Managed and set priorities for web projects
- ➔ Designed and managed HTML email newsletters
- ➔ Evaluated website analytics and success metrics
- ➔ Administered university events calendar and managed users
- ➔ Reviewed websites for conformance with institutional graphic identity and editorial style
- ➔ Implemented accessible web design practices
- ➔ Collaborated closely with IT staff
- ➔ Trained staff in website best practices, writing for the web, and CMS usage to staff and faculty
- ➔ Designed and built artwork for department web sites, web banners, and Brown homepage
- ➔ Helped select, set up, and managed Digital Asset Management (image library) system
- ➔ Fulfilled requests for images from the University Communications photo library
- ➔ Originated social media presence for Brown University
- ➔ Managed a staff of student employees
- ➔ Experience with 508 accessibility guidelines and usability testing
- ➔ Developed policies for campus events calendar and digital signage
- ➔ Worked with media relations editorial staff to develop engaging content
- ➔ Designed Brown University home page, News Service, School of Public Health, School of Engineering, Office of the President, Office of Institutional Diversity, Financial Aid, VP Research webpages

BATES COLLEGE, Lewiston, ME

2000 – 2003

Web and Systems Coordinator, Office of Communications & Media Relations

Provided web support for academic and administrative departments in a national liberal arts college.

- ➔ Designed and built web pages in HTML/CSS
- ➔ Instituted and managed Ingeniux Content Management System (CMS)
- ➔ Selected and managed Digital Asset Management System (DAM) for Communications Office
- ➔ Co-led migration team to migrate campus web pages to CMS
- ➔ Managed a staff of student employees
- ➔ Provided general technical support for Office of Communications and Media Relations

Freelance Designer, New York, NY

1998 – 2000

Performed a wide variety of freelance web and print design and production tasks in the NYC area.

- ➔ Designed and built websites for small local clients
- ➔ Designed website and printed newsletter for regional nonprofit Transportation Alternatives
- ➔ Worked on-site at design and advertising agencies large and small
- ➔ Designed health insurance company newsletters
- ➔ Designed bike jerseys and socks
- ➔ Designed and optimized animated gif banner ads

THE SLOAN GROUP, New York, NY

1993 – 1998

Graphic Designer

Print graphic design and production for boutique NYC design house.

- ➔ Designed a wide range of printed materials including brochures, annual reports, software packaging, corporate communications, financial newsletters, media kits, sell sheets, posters, and more.
- ➔ Performed production design and preflight check
- ➔ Worked with a professional team of project managers, copywriters, production designers, and clients.

SOFTWARE:

- ➔ Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom, Bridge, Acrobat Pro)
- ➔ Content Management software including WordPress, Drupal 7, Ingeniux CMS
- ➔ BBEdit, Transmit (FTP), Coda, Basecamp; Git/Github; Balsamiq wireframe tool
- ➔ Microsoft Word, PowerPoint, Excel, Google Docs, Apple Keynote, Prezi, Blackboard
- ➔ Google Analytics, Google Webmaster Tools, Google Custom Search Engine (CSE)

EDUCATION:

Master of Graphic Design, North Carolina State University At Raleigh, College of Design

Bachelor of Arts, Cornell University, Ithaca, NY, College of Arts and Sciences

AWARDS AND PROFESSIONAL DEVELOPMENT:

- ➔ WordCamp conferences: Portland ME (May 2017), Montreal (Aug 2017), Rhode Island (Sept 2017)
- ➔ Brown University Excellence Award for Innovation, 2014
- ➔ Brown University Excellence Award for Service, 2007
- ➔ Member HighEdWeb Association (2014-2016)
- ➔ HighEdWeb national conferences (2011, 2012, 2014, 2016)
- ➔ HighEdWeb regional conferences (2014, 2016)
- ➔ Confab EDU content strategy conference 2015
- ➔ An Event Apart conference (2006, 2009)
- ➔ Photoshop World conference (2005, 2007)