



# Graphic Design, Web Design & Development

## Objective

Proficient Web Designer and Developer specializing in creating semantic web sites using CSS for Search Engine Optimization. Effectively developing websites that achieve higher organic search rankings that drive traffic to increase potential lead generation. Design aesthetics that present information with flow and contrast to help visitors find what they need and stay interested longer.

## Skills

Proficient with Mac and PC platforms  
Adobe Photoshop & Illustrator  
Dreamweaver  
Hand-coded CSS, HTML  
Expression Engine  
InDesign  
NetSuite  
Microsoft Office

## Examples

[www.perfectpairing.org](http://www.perfectpairing.org)  
[www.windowworks-nj.com](http://www.windowworks-nj.com)  
[www.connectionsensp.org](http://www.connectionsensp.org)  
[www.fulcruminv.com](http://www.fulcruminv.com)  
[www.broadpoint.net](http://www.broadpoint.net)  
[www.salemcc.edu/glass](http://www.salemcc.edu/glass)  
[www.psych.udel.edu](http://www.psych.udel.edu)  
[www.dynamicssoftwareolutions.com](http://www.dynamicssoftwareolutions.com)

or

[www.blastoman.com](http://www.blastoman.com)

## Notes

## Experience

### Assistant Creative Director

#### *Bright Orange Thread*

2008-Current | Lincoln University, PA

- Design and develop lead generation websites with CSS and semantic HTML for Search Engine Optimization

### Logistics/Operations/Purchasing Manager

#### *TheaterXtreme Entertainment Group*

2003-2008 | Newark, DE

- Purchasing for 15 retail showroom locations
- Web site design, graphic design, advertising
- General operations, store management, sales, customer service
- New store build out supervisor
- Franchise training and support
- Built the brand and developed market for start up company from one showroom to public company with 16 locations nationwide

#### **Awards given by the company:**

Excellence in Flexibility, Team Player Award

### Assistant AV Installation

#### *Hi-Fi House*

2002-2003 | Wilmington, DE

- Audio and video installations apprentice
- Equipment service manager
- Customer service, Sales

### Web Designer / Developer

#### *Orbit Integrated*

1999-2001 | Hockessin, DE

- Web, interactive and graphic design
- Logo design and brand building
- Print advertising, magazine design and production

#### **Awards:**

ADDE-2001 ADDE Logo Design - Whirlegig

Asset Trade logo featured in Big Book of Logo Design 3

## Education

### BFA Visual Communications

#### *University of Delaware*

1994-1999 | Newark, DE

#### **Awards:**

Emeritus Julio Da Cunha Award for Excellence in Drawing