

SUMMARY:

I specialize in designing and building websites, developing content strategy, building website architecture, supporting brand identity, and measuring analytics. Experience working collaboratively with editorial writers, content providers, and IT web teams.

SKILLS:

- Taking a web or print design job from concept to wireframes to comps to final design
- Working with staff and faculty in various forms of technology and online communication
- Website content strategy and competitive analysis
- Full experience designing, building, and maintaining web pages
- UX design, web architecture, wireframes, website building
- Working in higher education environments
- HTML5/CSS3/Javascript/WordPress/Drupal
- Photography and photo masking, editing and compositing in Photoshop and Lightroom
- Using web analytics to inform site architecture and content
- Training and assisting faculty with technology, websites, and software
- Experience with 508 accessibility guidelines
- Understand higher education mission and culture

RELEVANT EXPERIENCE:

BROWN UNIVERSITY, Providence, RI

2005 – March 2017

Web Communications Specialist, Office of University Communications

Designed, built, managed, and supported websites for University top-level website and for academic and administrative departments.

- Created custom wireframes and graphic designs for department websites
- Built 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 strategic analysis of website content
- Performed competitive analysis of website content
- Managed and set priorities for web projects
- Evaluated website analytics and success metrics
- Administered university events calendar and managed users
- Reviewed websites for conformance with institutional editorial style and graphic identity
- Implemented accessible web design practices
- Collaborated closely with IT staff
- Trained staff in website best practices, writing for the web, and software usage to staff and faculty
- Designed and built artwork for department web sites, web banners, and Brown homepage
- Helped select, set up, and initially manage Digital Asset Management system
- Originated social media presence for Brown University
- Managed a staff of student employees
- Conducted 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
- Received Excellence Award for Innovation, 2014
- Received Excellence Award for Service, 2007

BATES COLLEGE, Lewiston, ME

2000 – 2003

Web 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)
- 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 using WordPress
- 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

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, Final Cut Pro)
- Content Management software including Drupal 7, WordPress, Ingeniux CMS
- BBEdit, Transmit (FTP), Coda, Basecamp; Balsamiq wireframe tool
- Microsoft Word, PowerPoint, Excel, Google Docs, Apple Keynote
- 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, College of Arts and Sciences

AWARDS AND PROFESSIONAL DEVELOPMENT:

- Brown University Excellence Award for Innovation, 2014
- Brown University Excellence Award for Service, 2007
- Member HighEdWeb Association
- 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
- Flash Actionscript class, RISD, 2005