

software skills

Photoshop	Illustrator	Dreamweaver
Acrobat Professional	InDesign	Fireworks
Flash	Keynote	Movable Type
Contribute	WebCT	

work experience

TIRE RACK (tirerack.com) 2008 - current

web:

Design and produce web projects requiring a focus on visual design, navigation, usability and brand identity. Work closely with online marketing manager to solidify design direction and effectively translate ecommerce/business goals and requirements into compelling visual solutions while maintaining design standards.

Created and continue to upkeep a manual of instructions, procedures as well as attempt to collate and codify a brand bible.

design:

Basic layout and design of ancillary printed presentation materials. Create template and training materials for ongoing Keynote presentations.

FREELANCE 2007 - 2008

projects:

Website design and coding (HTML, CSS, JQuery); website implementation, including template and CSS tweaking; character design; profile background images; web banners; print logos. See portfolio for specific examples. Website design includes all aspects – from information architecture to usability to user experience and overall design and mark-up/coding.

FURNITUREFIND.COM / WINESOURCE.COM - SOUTH BEND, IN 2004 - 2007

web:

Involved in re-design process of FurnitureFind.com and the re-design of WineSource.com. Developed and implemented Flash demonstrations and directions for use of the personalization features at WineSource.com. Created Flash banners for advertising and as elements of the WineSource and FurnitureFind sites.

design:

Created many print pieces for use in the FurnitureFind retail store including take-aways, signs,

banners, screen savers and a DVD displaying furniture examples for HD TV use within the store. Also developed commercials for the retail store (design and copy). Designed several brochures and flyers for WineSource.com. Involved in the design of multiple kiosk areas for FurnitureFind retail store which allowed an electronic catalog to be used in the store - and allowed for a comfortable shopping and relaxation experience for the customer.

copy:

Hired as copy writer and to begin bringing emailer program in-house (design and copy). Created several invitational proposals to other businesses as we developed additional business programs. Involved in start-up of WineSource.com, writing copy for promotional materials and the website. Developed Understanding Furniture section for FurnitureFind.com to be used both on the website and as training materials for the retail store and call center salespeople alike. Promoted to Creative Lead for Online Communications and began development of company blog as well as continuing work on our promotional emailer program (design and copy). Wrote the copy for the FurnitureFind award-winning newspaper campaign in 2005.

UNIVERSITY OF NOTRE DAME - SOUTH BEND, IN

1995 - 2004

web:

Designed, developed and maintained websites for the University Writing Program, the Writing Center as well as Fresh Writing (a web-zine for student writing) in Dreamweaver. Created templates and set the sites up for basic maintenance for Contribute users. Developed short instructions for use of Contribute on these sites. Also designed, developed and maintained a sub-site used for training other faculty in our program.

other:

First created a FileMaker Pro database for the Writing Center and later re-developed the database in Microsoft Access. Learned some Visual Basic 6 in order to make this a fully-featured database generating the types of reports required for accurate tracking. Taught First-Year writing in a networked Macintosh classroom. Early adopter of website-based syllabus and emphasized thoughtful use of technology as it fit the pedagogical goals of the assignment.

education

The University of Notre Dame	Master of Fine Arts, creative writing	1996
The University of Texas at Arlington	Bachelor of Arts, English	1994