

**SUMMARY**

Accomplished, multi-skilled designer, developer and strategist seeks position as web/ UI designer or web manager in a agency or web development firm.

**PROFESSIONAL EXPERIENCE**

■ **ALAMEDA MUNICIPAL POWER** — Alameda, CA  
**Web Designer / Developer** (Jan 2009 – Apr 2010)

**Overview:** Designed and developed new site for this community-owned utility company. The new site is more interactive and community oriented, to advance green energy initiatives. Implemented Joomla CMS, updated visual style, trained staff to develop effective, user-centric content, integrated and improved online payment system.

■ **PEERLESS LIGHTING** — Berkeley, CA  
**Web Designer / Developer** — (Nov 2007 – Aug 2008)

**Overview:** Performed all web functions for this architectural lighting company. Worked with remote IT group to update site and develop new site, based on newly designed branding. Worked with designers and engineers to update hundreds of spec sheets, and updated look and feel of current site.

**Accomplishments:** Refreshed existing site with Flash presentations to reflect the style of the print catalog. Learned to code with ASP.net.

■ **MADDERLAKE STUDIOS** — San Francisco, CA  
**Owner / Creative Director** (Apr 2004 – present)

**Overview:** Freelance web and graphic design business providing brand strategy, graphic design, web design and development services, focusing on branding, ecommerce, integrated marketing, and content development.

**Accomplishments:** Built second edition of fully functional e-commerce site for toy retailer, developed branding for companies ranging from service businesses to retailers. Developed rapid site development process using multiple frameworks, and coached clients in content development (writing for the web).

■ **MARIN INSTITUTE** — San Rafael, CA  
**Web Manager** (Aug 2006 – Jul 2007)

**Overview:** Designed new branding and oversaw new site development for this non-profit alcohol industry watchdog organization. Implemented Convio advocacy software to expand campaign reach and donation capacity. Managed Exchange server network and IT services. Designed marketing collateral and campaign literature.

**Accomplishments:** Designed new branding to coincide with new organizational direction. With team, successfully campaigned to eliminate alcohol advertising on BART and MUNI. Developed donor database.

■ **DEL MONTE FOODS** — San Francisco, CA  
**Marketing Coordinator** (May 2005 – Aug 2006)

**Overview:** Created mockups for web and print, and collaborated on web based marketing campaigns and product development strategies as part of the vegetable team in this well-known consumer products company.

**Accomplishments:** Designed prototype for new label with expanded nutritional information, as part of wellness initiatives. Collaborated on product development and branding strategies for new line of ready-to-eat meals.

■ **NETOPIA** - Emeryville, CA  
**Web Designer** (Nov 2004 – May 2005)

**Overview:** Part of a team of web designers hired to build sites for small businesses, on behalf of SBC, using proprietary software.

**Accomplishments:** Successfully built multiple sites per day, using minimal reference material and without client contact. Learned many expedited site production techniques.

■ **FLORABOTANICA** — Boston, MA  
**Creative Director / Graphic Designer** (Jan 1995 – Apr 2004)

**Overview:** Oversaw all design functions for this high end floral retailer, with three locations in downtown Boston. Responsible for conception of brand and identity, design of store interiors, visual merchandising plans, marketing collateral, signage and web site.

**Accomplishments:** Created a suite of beautiful stores that were seen as amenities by property management. Designed sophisticated, fully functional e-commerce web site (my first) and built custom shopping cart to accommodate local and wired floral deliveries.

**TECHNICAL PROFICIENCIES**

**Design:** Photoshop\*, Fireworks\*, Illustrator, InDesign, Flash, Dreamweaver \*

**Web:** HTML\*, XHTML\*, HTML5, CSS2-3\*, PHP\*, ASP.net, Javascript\*, AJAX, Actionscript 2, JSON, Subversion, Shell Access, Terminal, Content Development

**Frameworks:** Codeigniter\*, CakePHP, Blueprint, JQuery, Raphael

**CMS:** Wordpress\*, Joomla\*, Sharepoint, Drupal

**Email:** Vertical Response\*, Constant Contact

**E-commerce:** Magento\*, OS Commerce, Make-a-Store\*

**Database:** MySQL\*, Access, Filemaker Pro 10\*

**Project:** Omnigraffle\*, Inspiration\*, Visio, MS Project

**Office:** Acrobat Pro 9\*, MS Office\*

**Other:** SEO\*, Google Analytics\*

\* Advanced

**EDUCATION**

**Sessions.edu** - Master Certificate Program — Graphic Design

**California State University** — Long Beach, CA

Fine Art / Illustration

**California College of the Arts** — Oakland, CA

Graphic Design and Illustration