

INTERACTIVE & WEB DEVELOPER | GRAPHIC DESIGNER

STRATEGY | CREATIVITY | PERFORMANCE

Creative graphic designer and developer with over eight years of professional experience and a keen eye for business and marketing. Excellent cross-functional abilities including logo creation, corporate branding, print and web. Solid understanding of design theory, strategy, interpersonal skills, and a sharp eye for detail. Technical expertise and excellent relationship-building skills allow me to connect with clients and tell their stories clearly across a wide variety of media.

AREAS OF EXPERTISE

- Dreamweaver CC / Brackets
- Animate / Edge / Flash CC
- Photoshop / Illustrator CC
- Premier / After Effects CC
- InDesign CC
- HTML5, CSS & Javascript
- Cutting-Edge Design Work
- Offline and Online Design
- Logos & Brand Identity
- Print & Collateral Look/Feel
- Innovative Thinker
- Confidence & Accountability
- Project Management
- Team Corroborator
- Deadline/Project Driven

PROFESSIONAL EXPERIENCE

Interactive Developer, **Disney's Yellow Shoes Creative Group** Aug 2012 – Sept 2016

- Assisted Art Directors to build concise and best practices email campaigns and complete on time.
- Animated media banner ads for simple to extensive multi-continent and multi-language campaigns.
- Performed technical quality assurance, with attention to detail at both the code and presentation layer.
- Worked independently or alongside other developers, traffic managers, copywriters and art directors on multiple projects of various size and complexity in a fast-paced, deadline-driven environment.

Owner/Web Designer to Developer/Graphics, **Double Take Designs** Jan 2003 – 2012 & Sept 2016 – present

- Serviced existing accounts, obtained orders, and established new accounts by planning and organizing daily work schedule to call on existing or potential clients.
- Provided internet related services including web site design, front-end web development, domain name registration and web site hosting.
- Communicated directly with clients to establish project parameters, brainstormed creation of brand-consistent concepts, wrote proposals, analyzed competitor web sites and kept up with digital design trends, determined web site content needs and met client wish lists while maintaining intuition, created wireframes and site/system flows and communicated progress with client throughout project.
- Designed and developed web sites from start to finish, including standard and ecommerce sites.
- Created banner ads, email advertisements, brand stories, newsletters and flash animations.
- Graphic design to print including logos, corporate branding packages, newsletters and brochures.

EDUCATION

International Academy of Design, Tampa, FL, Bachelor of Science: Web Design & Development, 2003, 3.99 GPA

ACHIEVEMENTS

Long Distance Hiking:

- 2000 Thru-hike of the **Appalachian Trail** and **International Appalachian Trail**
Georgia to Maine (AT) 2,170 miles plus Maine to Cap Gaspé, Quebec (IAT) 750 miles
- 2000 First Woman to complete a thru-hike of the **International Appalachian Trail** (IAT)
- 2002 First Woman to complete the **Eastern Continental Trail** (ECT)
Key West to Cap Gaspé, Quebec 4,500 miles: GA to Quebec in 2000 and GA to Key West in 2002

Girl Scouts:

- 1983 Gold Award and First Class (equivalent to Boy Scout Eagle)
- 1991 Thanks Badge for adult service