

## At A Glance }

For nearly ten years I have been designing and developing for the interactive space. I am highly motivated, eager to continue learning, and looking to push my own boundaries as well as those of the team with whom I work. All to provide the best possible product, both creatively and functionally for the client. Specializing in web development, I can direct both creative and technical talent with a deep understanding of each discipline. I am currently seeking an opportunity to share my talents and experience, in a leadership capacity, with a progressive agency.

## Professional Abilities }

### **Development Languages**

HTML, JavaScript, CSS, XML, VBScript, ASP, PHP, Director Lingo, Flash Actionscript, SQL

### **Layout and Design**

Photoshop, Illustrator, InDesign, Freehand, Quark, ImageReady, Fireworks, Acrobat

### **Development Applications**

Flash, Director, Dreamweaver, BB edit, Visual Basic

### **3D/CAD**

3D Studio Max, Caligari TrueSpace

### **Video / Authoring**

Premiere, Final Cut Pro, Quicktime Pro, DVD-Studio

## Education }

### **Rochester Institute of Technology - Rochester, NY**

Bachelor of Fine Arts in Graphic Design, May 1997

Associate of Applied Science in Industrial Design, May 1996

## Experience }

### **Breathe Interactive** 11/03 - Present

*Senior Designer / Senior Developer*

BreatheInteractive is the response marketing arm of Westwayne advertising, and is responsible for the majority of Westwayne's direct response work as well as maintaining its own client base. My responsibilities have varied by project, taking lead in some and providing a supporting role in others. I have worked with both the media department and account management to help in the planning and execution of large-scale projects and client pitches. We focus on creating an entire user experience on some campaigns with the intention of being able to provide metrics to the client. This type of project usually consists of web banner/ email campaign creation and placement as well as landing page / microsite planning and development, followed by data collection and reporting. Other projects included web application development, flash mini game development and CD-ROM authoring. Some highlights have included being selected as Employee of the quarter (Fall 2004) and developing a highly specialized web application to help streamline process and eliminate confusion with a high volume client.

### **Hothead Studios** 10/02 - 11/03

*Designer / Lead Developer*

At the time, Hothead was a small traditional agency who was looking to expand their reach into the interactive space. I was lead on all internet projects and aided with traditional media projects as well. Interactive projects included: web banner ad development, site layout / architecture, custom internet application development and CD-ROM authoring. While at Hothead, I was also involved in the development of new business and client management. I developed a custom on line time tracking application to help with budgeting and project management, and redesigned the company's web site to be more modern and easier to update.

### **Inneractive Media Solutions** 9/00 - 10/02

*Principal / Designer / Developer*

A typical day would find me managing client accounts, engaging new business prospects, and handling project work. Projects included existing site updates, web site planning and architecture, flash design and development, 3D modeling and animation, web application development and CD-ROM authoring. I was lead and sometimes only developer on all projects involving Flash, Director, Javascript and ASP. I also aided in the creation of HTML, graphics and animation. Some highlights included the development of an online registration system for the 2001 Show South awards to replace the mail in process. My Work was also showcased in Flashbang 3 animation exhibition.

### **Burleigh Instruments, Inc.** 9/97 - 9/00

*Multimedia Developer*

As the sole multimedia developer at Burleigh, I was in charge of all aspects of creating multimedia pieces to showcase the company's products. Projects ranged from PowerPoint presentations to development of entire CD-ROMs. I worked with engineering, marketing and sales to assess company needs and to familiarize myself with the scientific nature of the products showcased. I managed the Burleigh web site and kept it current - adding press releases and new products as needed. I implemented a tracking method with use of the web site to allow Burleigh to measure the effectiveness of their direct mail campaigns. I also advised and guided the development of the user interfaces of new products.

### **American Images** 5/96 - 3/97

*Web Developer*

During my time at American Images, I was involved in the production and maintenance of the National Enquirer web site and the Country Weekly web site. I created graphics, digitized audio and video, and created multimedia presentations for clients. The National Enquirer site was voted one of the ten best sites by AOL.

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