

WEB DESIGNER/DEVELOPER AND GRAPHIC DESIGNER

Front-End and Back-End Website Development – Digital and Traditional Marketing Design

Practiced designer and developer with over 18 years of experience producing collateral that elevates customer experience across multiple industries including real estate, music, food and beverage, and more. Director-level professional adept at leading cross-functional projects to completion.

- ❖ **Graphic Design:** Adobe ACE certified in Photoshop action scripting, and Dreamweaver. Fluent in Adobe Creative Suite CC – CC2018 as well as Corel Draw Suite.
- ❖ **Web Development:** Skilled front and back-end web developer with expertise in responsive and adaptive design. Devoted to high quality user experience across all digital platforms.
- ❖ **Marketing Collateral Design:** History directing development of marketing materials for over \$6B in products and services. Involved in design, language, typography, and layout decisions for all collateral.
- ❖ **Project Management:** Employ understanding of full project process including design, development, and deployment to lead project execution across multiple internal and external (vendor) teams.

EMPLOYMENT EXPERIENCE

FREELANCE WORK

Downers Grove, IL

Designer and Developer

On-Going

Overview: Interact with clients to develop custom websites and other marketing elements that heighten customer brand. Utilize creative design elements including typography, colors, logos, and edited graphics. Drive back and front-end web development with user experience as top priority. Create custom templates and pages, execute programming and coding tasks, and incorporate responsive and adaptive design.

SOFTWARE: Adobe Creative Suite (ACE) | Microsoft Office Suite (Word, Excel, Outlook, PowerPoint, Access) | LAMP | ProTools | Android Studio | PHP 5.6 | MySQLi | Relational Database Administration | Bootstrap v4.0 | HTML5 | CSS3 | JavaScript | JQuery | Laravel | Mobile | eCommerce | WordPress

Key Projects and Successes:

- **Worked with Nita Strauss, of the Alice Cooper Band, to design artwork now used on all 2017 collectable guitar picks and posters distributed nationwide.**
- **Curated video for Apollo 13 Captain Jim Lovell displayed in Lovell's of Lake Forest restaurant.**
- **Completed website, graphic design, and layout work for musician Kevin M. Buck. Launched 2 websites (kevinmbuck.com and blizzardofuzz.org), designed "Musick for the New Aeon" album cover artwork, and completed layout and design of instructional book, "Guitar In Theory And Practice".**
- **Created and actively manage visualstudiogroup.com featuring web templates for public purchase.**

MID-AMERICA REAL ESTATE GROUP

Oakbrook Terrace, IL

Lead Web/Graphics Designer/Developer

January 2009–November 2017

Overview: Led sales and marketing operations across cross-functional teams. Oversaw design, development, and deployment of marketing collateral (brochures, logos, presentations, online materials, and print deliverables). Acted as new technology expert, incorporating advances including augmented reality and mobile application design into standard protocol throughout tenure.

SOFTWARE: Dreamweaver (ACE) | Adobe Creative Suite | Microsoft Office Suite (Word, Excel, Outlook, PowerPoint, Access) | AJAX | ProTools | Android Studio | PHP 5.6 | MySQLi | Relational Database Administration | Bootstrap v4.0 | HTML5 | CSS3 | JavaScript | WordPress | Mobile | eCommerce

Key Projects and Successes:

- **Managed marketing and promotional efforts netting \$6.75 billion in earnings over 10 yrs for key properties including 830 North Michigan Avenue, The Shoppes of Uptown, and Church Street Plaza.**
- **Created in-house real estate comps database, saving \$240K annually.**
- **Developed multiple dynamic applications with MySQLi including accounting software**
- **Built secure internal content management systems for accounting and administrative use.**

MID-AMERICA REAL ESTATE GROUP

Oakbrook Terrace, IL

Graphic/Web Designer

September 2001–December 2009

Overview: Contributed significantly to growth of company as sole on-staff graphic designer accountable for web development, graphic design, and social marketing incorporating advancements such as UI/UX design and mobile ready technology. Developed and designed ads, direct mail, sales collateral, websites, electronic media, and other marketing communications materials for promotional applications. Engaged in database development and server optimization to enhance internal systems.

SOFTWARE: Adobe Dreamweaver (ACE) | Illustrator | InDesign | Photoshop (ACE) | After Effects | Microsoft Office Suite (Word, Excel, Outlook, PowerPoint, Access) | AJAX | ProTools | Android Studio | Alpha Anywhere | PHP 5.6 | MySQLi | Relational Database Administration | Adobe Creative Suite | Bootstrap v4.0 | HTML5 | CSS3 | JavaScript | WordPress | Mobile | eCommerce

Key Projects and Successes:

- **Brought all marketing services in-house** saving hundreds of thousands of dollars on annual basis.
- **Utilized Adobe After Effects to develop sales video** displayed publically at corporate office.
- **Leveraged Google SEO** to optimize email blasts and surveys.
- **Developed design strategy** to improve corporate branding.

PROFESSIONAL DEVELOPMENT**COMMUNITY ADULT DAY CENTER**

Downers Grove, IL

Graphic Arts Volunteer

- Custom designed logo utilized on all internal documentation and (printed and digital) promotional materials distributed throughout region.

EDUCATION**ELMHURST COLLEGE**

Elmhurst, IL

Bachelor of Arts (BA) in Graphic Design, Magna Cum Laude**CERTIFICATIONS****O'REILLY SCHOOL OF TECHNOLOGY**

Chicago, IL

PHP and MySQL Certifications

- Completed 90 lab hours completing PHP/MySQL coding
- Training in LAMP and WAMP environments

PEARSON VUE

Lombard, IL

Adobe Certified Expert (ACE) Dreamweaver CC Website Builder**TECHNICAL COMPETENCIES**

SOFTWARE: Dreamweaver (ACE) | Adobe Creative Suite | Microsoft Office Suite (Word, Excel, Outlook, PowerPoint, Access) | AJAX | ProTools | Android Studio | Alpha Anywhere | PHP 5.6 | MySQLi | Relational Database Administration | Bootstrap v4.0 | HTML5 | CSS3 | JavaScript | Node.js | WordPress | Mobile | eCommerce

CODING AND PROGRAMMING LANGUAGES: PHP 5.6 | MySQLi | HTML5 | CSS3 | Java Script | Laravel | PERL | LAMP | WAMP

PLATFORMS: WAMP stack | WordPress | Laravel | MySQLi

