



WEB DESIGN AND DEVELOPMENT

PROFESSIONAL EXPERIENCE

SAN DIEGO COUNTY TREASURER-TAX COLLECTOR, 2009 - PRESENT

Office of Dan McAllister, San Diego County Tax Collector

GRAPHIC DESIGN SPECIALIST

- Redesign of sdtreastax.com website, including front-end coding.
- Shot and edited videos and photos for use in web/print marketing projects.
- Management of vendors.
- Designed and formatted award-winning publications for the TTC.
- Worked directly with Management teams to come up with aesthetically pleasing solutions to publications.
- Designed all print materials.

ACTIVE NETWORK, SAN DIEGO, CA | 2012-PRESENT

Agency specializing in action sport management and employee-wellness programs.

FRONT END DEVELOPER/DESIGNER

- Front-end development of custom employee wellness sites using proprietary CMS.
- HTML5 and CSS3 coding.
- Design of custom widgets and images.

CARLING COMMUNICATIONS, SAN DIEGO, CA | 2012-PRESENT

Agency specializing Medical communications.

WEB DEVELOPER

- Development of coded email blasts.
- Development of Flash banners

EMERALD CONNECT, SAN DIEGO, CA | 2011

Marketing Agency specializing in the financial services industry. Emerald builds compliant websites using their own CMS framework. Clients have the choice of templated designs or custom sites, which I worked on.

WEB DEVELOPER II

- Project management of custom sites. Communicated with clients to get a feel for their needs and wrote proposals figuring scope and effort.
- Designed custom sites for clients
- Front-end coding
- Met with Designers and Developers to get a feel for level of effort needed to complete projects.
- Put together site maps, wireframes, and timeline for completion of projects.

LEGAL ARTS, INC., SAN DIEGO, CA | 2006 - 2008

Design firm specializing in demonstrative exhibits for litigation.

LEAD DESIGNER

- Lead design teams to get a common direction and vision for projects.
- Visually illustrated technologies by studying patents and researching the relevant industries.
- Designed presentations and tutorials highlighting information used in successful litigation.
- Collaborated with Lawyers to ensure exhibits were accurate and intuitive for both juries and judges.

TISCOR, POWAY, CA | 1999 - 2006

Software company providing solutions for inspection and inventory tracking.

SENIOR GRAPHIC DESIGNER / MARCOMM SPECIALIST

- For specific job duties, please contact.

COMPUTER EXPERIENCE

PROGRAMS

- Adobe PhotoShop CS6
- Adobe Illustrator CS6
- Adobe InDesign CS6
- Adobe AfterEffects CS6
- Adobe Flash CS6
- Adobe DreamWeaver CS6
- Adobe Acrobat 9.0
- DigiDesign ProTools
- FinalCut Pro
- Sony Acid
- SoundTrack Pro
- iMovie
- Microsoft Word 2010
- Microsoft Excel 2010
- Microsoft PowerPoint 2010
- QuarkXPress
- CorelDraw

LANGUAGES

- HTML
- CSS
- Javascript
- AJAX
- PHP
- SQL
- ActionScript 3.0
- jQuery
- WordPress

OTHER RELEVANT COMPUTER-BASED SKILLS

- SEO white hat skills
- SEM experience with facebook, twitter, and yelp!

WEBSITE EXPERIENCE

WWW.BVC-INC.COM

- ◆ Total design/development and maintenance of site
- ◆ Logo design
- ◆ HTML5/CSS3 coding

WWW.ROBBIEINTERIORS.COM

- ◆ Total design/development of site
- ◆ Custom CMS
- ◆ HTML5/CSS3/PHP coding

WWW.HOMESINSD.COM

- ◆ Total design and maintenance of site
- ◆ Search Engine Optimization campaign
 - ◆ Registered site with Google, Bing, and Yahoo!.
 - ◆ Built sitemap and rss feeds.
 - ◆ Built database and dashboard using PHP and mySQL to track when and what keywords are used by Google, Bing, and Yahoo! to get to site.
 - ◆ Added relevant title, description, and meta tags.
 - ◆ Labeled all images and links with title and/or alt tags.
 - ◆ Built 8 totally new websites focusing on the most popular searches of homesinsd.com and back linked to homesinsd.com. Plans are to add 7 more sites.
- ◆ Search Engine Marketing campaign
 - ◆ Registered business with Yelp! and GoogleMaps.
 - ◆ Built Facebook fan page and individual linkedin pages.

WWW.SAVEHAWAIIISREEF.COM

- ◆ Researched and wrote all content on site.
- ◆ Designed and coded entire site using HTML, CSS, jQuery, Javascript, PHP, and mySQL.
- ◆ Maintain site as well as facebook and twitter pages.

WWW.POOSCHOOL.COM

- ◆ Computer Based Training site
- ◆ Researched and wrote all content on site.
- ◆ Designed and coded entire site using HTML, CSS, jQuery, Javascript, PHP, and mySQL.
- ◆ Maintain site as well as facebook and twitter pages.

WWW.SDTREASTAX.COM

- ◆ Designed entire site.
- ◆ Coded jQuery solutions and preliminary HTML/CSS front-end coding for IT team.

WWW.THINKNBOX.COM

- ◆ Front-end coding
- ◆ Custom-built CMS

WWW.MIKEUYEDA.COM

- ◆ AJAX functionality.
- ◆ jQuery tool-tipping and photo gallery.
- ◆ Dynamic communication between site and mySQL databases.

EDUCATION AND TRAINING

◆ ART INSTITUTE OF CALIFORNIA

Web Design and Interactive Media
Voted by Faculty and Administrators as
Outstanding Graduate of Quarter

President's List, 3.92 GPA

March 2011

◆ UNIVERSITY OF SAN DIEGO - HAINES CENTRE FOR STRATEGIC MANAGEMENT

Strategic Management Workshop

March 2009

◆ COLORADO STATE UNIVERSITY

B.F.A. - concentration in Graphic Design

1989 - 1994

ADDITIONAL RELEVANT EXPERIENCE

Freelance designer specializing in web site design and development, print design and marketing pieces for companies in industries such as:

- ◆ Biomedical Companies
- ◆ Restaurant/Retail
- ◆ Real Estate
- ◆ Sports/Entertainment

PROFESSIONAL AFFILIATIONS

- ◆ Board Member, Oliver Ave. Condominium Association
- ◆ Ad Club of San Diego
- ◆ San Diego Surfriders Association
- ◆ Colorado State University Alumni Association
- ◆ Pi Kappa Alpha Alumni Association