

Professional Summary

As a designer, developer and general nerd, I am an effective asset to any team and project.

Focusing on web/mobile design and development, I am the man that has filled many shoes as needed. I maintain working knowledge the ever-changing method of consumption and the abilities to adapt to current trends. My experience has given me a strong capability of completing multiple projects simultaneously, on time and on budget.

Work Experience

Philipson Group - Rochester, NY - October 2009 - Present

Web and Mobile Strategist/Designer/Developer

- Developing strategies for effective use of new media for over 15 clients, satisfying and setting them apart.
- Designing sites for a variety of clientele implementing multiple aesthetic styles, on time and on budget.
- Developing in a Wordpress environment including integrated mobile companion sites for added usability.
- Complete re-branding, and design of Greentopia Festival, garnering national attention.

School of Print Media - Rochester Institute of Technology - Rochester, NY - August 2009 - May 2010

Designer | Developer | Marketing Assistant

- Development and implementation of complete social media strategy involving, Facebook, Twitter and Vimeo still being used by the school to attract potential students.
- Handling day-to-day recruitment responsibilities. [Maintain web sites, generating social media content]
- Design of all promotional materials for marketing/recruitment aiding in overall increase in enrollment.
- Brainstorming, planning, designing and executing of the Young Professionals in Publishing program to help graphic arts studies among high school students and promote enrollment in the program.

Freelance - June 2008 - Present

- Maintaining between 3 and 5 clients, meeting all budgets and deadlines, while continuing to satisfy the needs of a 9-5, five days a week.
- Increasing traffic and engagement through web and print design and development.
- Working with 3rd party freelancers (copy writers, videographers, photographers) to complete tasks effectively.

Education

- Rochester Institute of Technology, Rochester New York
- Bachelors of Science, New Media Publishing
- Minors: Marketing, Sociology/Urban Studies
- GPA: 3.44/4.00

Summary of Qualifications

- Excellent interpersonal skills including experience with client management and budget maintenance.
- Extensive experience hand-coding for web/mobile devices with integration of the latest technologies and methods.
- A unique and consistently high quality aesthetic of design for print, web and new media.
- Ability to work in a team environment including task delegation and project management when needed.

Software Skills:

- Print Design: Illustrator, Photoshop, InDesign, QuarkXPress
- Web Design/Development: HTML5, CSS3, jQuery, PHP, MySQL, Wordpress
- Motion Graphics: After Effects, Final Cut Pro
- General Computing: Windows and Mac Operating Environments, Microsoft Office

Interests

- Brand development and identity
- Sustainability and urban development
- Cycling