



■ Resumé ■

■ Experience ■

Visual Designer, Developer September 2012-Present

Freelance | New York City, NY (currently)

Provide various contracted services - graphic design for print, production art, web design, web development - to agencies, businesses, and individuals.

Past projects and services include:

Advertising: posters, flyers, direct mail, and promotional materials such as magnets, etc.

Branding: logos and identities with standard collateral, additional materials such as branded portfolio presentation.

Packaging: cd wallet design for music album.

Production Art: photo retouching and processing for print and digital, generation of PSD files for website layouts, etc.

Variable Data Printing (VDP): template creation/development of complex print pieces for DataSource Marketing such as Wingstop 2015 Menu Rollout (see Skills for more info on VDP).

Websites: all aspects of process from design through front-end development, responsive designs, hand built HTML and CSS as well as construction and customization of bespoke CMS templates (Joomla). Includes small business sites and portfolio sites for designers in theater.

Web Content Manager May 2013-November 2014

DataSource Marketing | Kansas City, MO; New York City, NY 877.846.9120

DataSource provides print supply-chain management for corporate clients including nation-wide restaurants and healthcare providers. Worked on site in MO, remote in NY. Administrated enterprise level B2B e-commerce portals for clients and created variable data printing (VDP) templates (ie. business cards, direct mail). Migrated e-commerce sites from old platform to current. Trained incoming team members.

Notable Projects include:

PF Chang's - Rollout for Beverage Menu for their +220 stores

(2-sided menu of wines, beers, sakes, and soft drinks). Lead on development and creation of very complex VDP template. Wrote Javascript logic to pull each store's beverage data, compile and sort the lists, print it all with formatting and styling desired (while still handling differences in list and description lengths gracefully).

Wingstop - Rollout for 2014 Menuboard and Take-out Menus for their +650 stores. Development and creation of complex VDP templates, web forms for ordering. Included variants to utilize pre-determined 'tiered' pricing or fully customizable options. Web form also gathered extensive non-printing price info and other details for client's POS team.

Shop Assistant

May-July 2012

Mama's Sauce Print Shoppe | Orlando, FL

321.251.5445

Internship in a press house specializing in premium screen printing and letterpress (mostly focused on collateral, invitations and cards, posters). Duties included make-ready, assisting on press, breakdown, quality control, fulfillment, and other tasks to facilitate workflow.

Performer

June 2004-January 2013

Disney World Parks and Resorts | Orlando, FL

Numerous trained roles for more than 10 different shows and parades as costumed characters, puppeteering, stiltwalking, and float driving, plus unscripted guest interaction.



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■ Skills ■

Software

Adobe Creative Suite:

Strengths: Illustrator, Photoshop, InDesign

Fundamentals: Dreamweaver, Flash

Coding Knowledge:

Strengths: HTML, CSS (includes HTML5 and CSS3)

Intermediary: Javascript, Joomla CMS

Fundamentals: JQuery, PHP, MySQL

Familiarity: Bootstrap, Wordpress

Variable Data Publishing

Softwares for creation of customizable templates that draw from data files or web form inputs to dynamically generate printable output files - businesses such as Vistaprint utilize this sort of technology. Proficient with FusionPro VDP, working knowledge of Pageflex Studio. FusionPro utilizes Javascript to govern many aspects of the customization.

General:

Mac and Windows operating systems

Microsoft Office Suite - Excel, Word, Outlook

general computer literacy

Fine Art, Crafts, Etc.

Strengths: Drawing media - pencil, pen, charcoal; Papercraft
(I can make anything out of cardboard)

Fundamentals: Photography, Screen Printing, Letterpress,
Painting media - acrylic, watercolor

■ Education ■

A.S., Graphics Technology

Valencia College

August 2010-August 2012

Specialization in Graphic Design Print Production. Basic education in Interactive/Web Design.

University of Florida

August 2001-May 2006

Course studies towards a Bachelor's in Architectural Design, over 100 credit hours.