

**I have a passion for designing and building websites that are both visually engaging and easy to navigate.** This translates to increased site visitor loyalty and conversion rate. I possess a strong eye for detail and composition that I can apply equally well to print or screen media.

**Citizenship:** US with UK (Spousal) visa, full work privileges.

## SKILLS SUMMARY

E-commerce & CMS Websites	Solid layout and typography skills
Brochures	A genuine interest in web accessibility, usability and analytics
Corporate Identity	Standards-compliant XHTML/CSS
Advertising Campaigns	Search Engine Optimisation
Rebranding	Hand-coding ability, knowledge of cross-browser issues
Signage	Email Marketing
E-marketing	Information Architecture
Illustration & logo design	

Solid understanding of e-commerce site front-end development and user interface design.

Advanced knowledge of CSS for both page layout and type styling.

In-depth experience designing, deploying and evaluating effectiveness of email marketing campaigns.

Experienced with a broad range of print digital prepress workflows.

Sharp eye for colour, type and layout grid systems.

## TRAITS

**Responsive:** I turn around projects quickly, maximising available time.

**Accurate:** I get it right the first time, reducing needless revision cycles.

**Versatile:** Equally comfortable producing web or print work.

## EDUCATION

**Web & Interactive Media Design + Graphic Design Program**  
University of California, Santa Cruz | Certificate, 2002

**Journalism [Advertising] + Business Sequence Certificate**  
University of Maine, Orono | B.A. with honors, 1992

## REFERENCES

Available upon request.

## EXPERIENCE

*January 2007 – Present*

### Japan Web Production Supervisor

L.L.Bean

[www.llbean.co.jp](http://www.llbean.co.jp)

Freeport, Maine, USA

**Responsibilities:** Managing monthly content launches to support catalog drops for Japan market, designing static web pages (home page, landing pages), supervising e-commerce site enhancement projects, designing and deploying weekly marketing emails

*January 2005 – January 2007*

### Web Manager/Designer

University of New England

[www.une.edu](http://www.une.edu)

Portland, Maine, USA

*July 2003 – August 2004*

### Creative Director/Webmaster

Quiet Solution

Sunnyvale, California, USA

*November 2000 – April 2003*

### Graphic Designer/Webmaster

Caspian Networks

San Jose, California, USA

*September 1999 – October 2000*

### Graphic Designer

Certified Personnel

Sunnyvale, California, USA

*July 1997 – July 1999*

### Language Teacher

JET Programme (Japan Gov't.)

Hamamatsu, Japan

*October 1993 – July 1997*

### Presentation Designer

Color Works Imaging and Design

Portland, Maine, USA

*May 1992 – October 1993*

### Production Manager

Casco Bay Weekly newspaper

Portland, Maine, USA