

## Web Designer | Photographer | Project Manager | Business Consultant

A talented designer with an impressive portfolio and an extensive record of creating stunning and innovative designs that immediately attract clients and web site visitors. Highly skilled in designing impactful web sites, screen designs, navigational methods, and print materials that strengthen brand identities. Track record of meeting demanding deadlines, communicating effectively with cross-functional teams, and successfully managing complex technical projects. Dedicated to finding the most cost-effective and creative solutions for all challenges. Visionary known for taking a hands-on approach when collaborating with clients and bringing creative concepts to life. Career history of leading crews of 10+ employees, managing large & small budgets, directing and managing all facets of a company.

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## Core Competencies

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<b>Web Design:</b>	Interface Design; Online Graphics; SEO, Content Management Systems; Site Functionality Improvement; Responsive Design; Wireframe Creation; Information Architecture; Application Testing & Installation; Server Hosting; Technical Troubleshooting
<b>Site Specialties:</b>	Static & Dynamic Site Design; Microsite's; eCommerce; Animation; Landing Pages; Templates; Plug-Ins & Modules Design; Open Source Shopping Carts; Code Manipulation
<b>Online Marketing:</b>	Social Media; E-mail Campaigns (MailChimp) & Graphics; Banners; Blogs & Forms, Keynote / PowerPoint
<b>Print Materials:</b>	Brochures; Signs; Collateral Materials; Publication Development; Stationary; Business Cards
<b>Company Branding:</b>	Identity Development; Logo Design; Client Service; Content Management; Brand Management; Content Strategy
<b>Photography:</b>	Photography & Photo Editing; Studio Lighting, Outdoor lighting. Large formate. I own all my equipment. Camera Sony a7. More than 15 yrs Exp.
<b>Marketing Support:</b>	Interactive Campaigns; Billboard Advertisements; Direct Mail; Advertising; Convention Booth Design
<b>Artistic Leadership:</b>	Multimedia Development; Graphic Design; Conceptual Direction; Typography; Layouts & Compositions; Storyboarding; Video Promotions
<b>Team Management:</b>	Project Management; Production Oversight; Quality Assurance; Staff Inspiration & Training; Client support; Startup Business Specialist, Precess & Contract Designer, Researcher and Planner.

## Career Success

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### [www.PXMediaInc.com](http://www.PXMediaInc.com) | Sr. Director / Designer / Project Manager / Content Development / Webmaster

*PX Media, Pasadena, CA | 2001 - present.*

- Successfully manage all web design projects from concept to completion; expertly design web sites, develop rich media content, and achieve user-centered targeted designs.
- Design eye-catching and innovate graphics with web features that effectively market the business and its clients; develop content management systems (CMSs) and shopping carts.
- Drive all search engine optimization (SEO), search engine marketing (SEM), and social media optimization (SMO) initiatives. Train client management teams on web analytical tools.
- Ensure each project strengthens client brand image and appeals to targeted users.
- Maintain full compliance to brand and marketing rules for all media development.
- Oversee site testing, hosting, client support, and server configuration. Quickly resolve code issues and bugs.
- Design, develop, research, install, and configure CMS, plugins and apps.
- Produce photography and video. Provide photo retouching and editing.

## Notable Contracts

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### [www.KnowlandInc.com](http://www.KnowlandInc.com) | Designer / Project Manager / Business Consultant

*Knowland, Inc. Ranch Palos Verdes, CA | Contract Duration: 12 Months, (Continue as a Consultant).*

Worked with [Knowland Construction Services](#) for more than 9 years. We designed their first website back in 2005 and again recently in 2014. We created an all new site based on WordPress CMS and a custom form and PDF based reporting module.

Other items included:

- Rebranded the company with all new marketing materials including: Website, Brochures, Banners, Stickers, Signs, Business cards, ID badges, Convention Booth, Letterhead, Contract templates, Magazine ad's, Many report templates and a few powerpoint / Keynote presentations.
- Designed and co-developed a internal intranet app for company wide dynamic PDF reporting repository. Completely customizable and built as a plugin to WordPress.
- Configured a new company 6TB RAID-5 web server to host the new website, email, Cloud database, and web based reporting system.
- Developed project management processes and documentation for new hires. Web based on office based filing system.
- Took the company from heavy paper use to 92% paperless. Saving the company and its contractors approximately \$32,000 a month.
- Trained and managed over 46 Inspectors documents and reports.
- Photographed project locations all over southern California.
- Other work included managing the website, users for more than 40 school districts in California, designed and processed monthly newsletter, contact lists.

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### [www.3Dom3Deyewear.com](http://www.3Dom3Deyewear.com) | Creative Director / Designer / Business Consultant

*3Dom 3D Eyewear, Inc. Pasadena / Arcadia CA | Contract Duration: 8 Months*

- *First of it's kind in the USA.* Drove full startup process including business research and planing. Product research in Australia, China and America. Created business & marketing plans, partner presentations and cost, product, population and industry analysis. Help facilitate partnerships with AMC Theaters, RealD 3D and LOOK3D.
- Sourced partners, Lawyers, management teams, retail location. Created test market plan, sourced retail hardware & software POS system. Setup merchant gateway for retail and website. Designed 30 sec commercial that aired in 16 theaters.
- Designed all graphics including logo and marketing materials for print and digital, signage and retail kiosk wraps. Built ecommerce website, setup all social pages. (I was involved with every aspect of this startup)

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### [www.ElleJet.com](http://www.ElleJet.com) | Sr. Designer / Front-End Developer

*ElJet Inc., Pasadena, CA | Contract Duration: 3 Months*

- Accomplished the difficult task of converting a 250 page, highly optimized SEO, static PHP site into a dynamic Joomla CMS. No 302 redirects were used and no errors were reported by google.
- Fulfilled the goal of page load, optimized all elements of the site by compressing and minifying the CSS, JS and images.
- Took site size from 6.5 Mb to 620 Kb without removing any elements. This was a completely new design along with a custom jQuery slide show and a custom form. User inquirers rose 50% in less than two weeks.
- Built a parallel WordPress site for SEO testing.

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### [www.NormanSilvermanDiamonds.com](http://www.NormanSilvermanDiamonds.com) | Designer / Front-End Developer / Project Manager

*Norman Silverman Diamonds, Los Angeles, CA | Contract Duration: 6 Months*

- Directed and Managed the entire website build including, every aspect of the programming.
- Installed and configured the base Joomla CMS and VirtueMart component.
- Designed all page layouts, graphics, CSS formatting all elements including the Flash and catalogue pages. (Instructed client of consequence of using Flash on the home page and the inability of page rank).
- Product photo manipulation and retouching.
- Managed all QA, browser testing, front and backend bugs.
- Developed project speck for the programmers and client contracts.
- Setup and configuration of hosting account on Windows servers, running Plesk.
- Researched and testing of all plugins, modules and components.
- Client training for use of CMS along with continued support.

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[www.MilkForWishes.com](http://www.MilkForWishes.com) | Designer / Front-End Developer

Milk for Wishes milk bank & Make a wish foundation, Monrovia, CA | Contract Duration: 6 Months

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[www.RGspecs.com](http://www.RGspecs.com) | Sr. Designer / Front-End Developer

RG Specs, Los Angeles, CA | Contract Duration: 18 Months

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[www.KelloggWealthAdvisors.com](http://www.KelloggWealthAdvisors.com) | Designer / Project Manager

Kellogg Wealth Advisors. Studio City, CA | Contract Duration: 13 Months

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**Additional Web Sites** \_\_\_\_\_

[www.PainvsGuilt.com](http://www.PainvsGuilt.com) (WordPress/WooCommerce) [Client Endorsement »](#)

[www.RomaniConstruction.com](http://www.RomaniConstruction.com) (WordPress) [Client Endorsement »](#)

[www.ValeroAutoCare.com](http://www.ValeroAutoCare.com) (WordPress)

[www.LorriGoddardHairColorist.com](http://www.LorriGoddardHairColorist.com) (WordPress) [Client Endorsement »](#)

[www.RickisSkinCare.com](http://www.RickisSkinCare.com) (WordPress) [Client Endorsement »](#)

Designed these themes/sites from scratch with HTML, CSS, Flash on PHP:

[www.RogerPerry.com](http://www.RogerPerry.com) (Joomla) [Client Endorsement »](#)

[www.StarLocks.com](http://www.StarLocks.com) (HTML) [Client Endorsement »](#)

[SurprisinglyArtistic.com](http://SurprisinglyArtistic.com) (SmugMug Custom)

**Technical Skills** \_\_\_\_\_

**Design Applications:** Adobe CS6 / CC, Photoshop, Illustrator,, InDesign, Dreamweaver, Flash, Bridge, Final Cut, iLife

**Development Tools:** WordPress; WooCommerce; Joomla; Virtuemart; WS FTP; Cyberduck; Ftech; MX Toolbox; W3C; Exact MAX; Plesk; Safari Inspector; FireFox

**Web Analytics:** Google Webmaster Tools; Google Analytics, AdWords, Webtrends

**Languages:** (HTML, CSS), Ajax, jQuery, XHTML, Spry JS, JavaScript, PHP

**Operating Systems:** Macintosh OS 9 - OSX 10.9, IOS, Windows 95 - 8, MS Server NT – 2000, Linux

**Office Applications:** iWork Suite, Microsoft Office Suite, Notepad, Project, Project X, QuickBooks

**Education & Development** \_\_\_\_\_

**Fine Art Coursework:** Santa Monica City College, Santa Monica, CA; Citrus City College, Glendora, CA; Mount Saint Antonio College, Walnut, CA; Art Center College, Pasadena, CA (studied fine art)

**References** \_\_\_\_\_

**Peter Criswell**

pcriswell@royalaa.com

Site development / Design / Project Management / Photography

[www.KelloggWealthAdvisors.com](http://www.KelloggWealthAdvisors.com)

**Scott Orsulich**

sorsulich@mac.com

Site development / Design / Project Management / SEO

**Racqui**

racqui@3stonerings.com>

Site development / Design / Project Management

<http://normansilvermandiamonds.com/>

## **Previous Experience in Other Industries**

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### **General Manager of Manufacturing / Industrial Designer**

*Pearl Abrasive Co., City of Industry, CA | 1998 to 2001*

- *Managed and created a start-up manufacturing facility with more than 50 employees including sourcing heavy equipment,*
- *assembly line design and construction.*
- *Effectively managed all projects from concept to production; developing on-line processes, Trained all department heads.*
- *Designed multiple high-end industry leading products for the abrasive industry using 3D CAD software.*
- *Took the MRP system from nonfunctioning to online producing more than 12 products.*
- *Redesigned 9 products for manufacturability saving the company \$300,000 a year.*
- *Sourced and negotiated long term vendor contracts in the US, Europe and Asia.*
- *Headed design and development engineering teams of all new projects.*
- *Organized in-house and outside user testing of products. Prepared testing reports, material documentation for Regulatory*
- *Compliance review (UL, CSA, etc.). Designed technical manuals.*
- *Created, implemented, and maintained a multi-project schedule using Microsoft Project.*

### **Forman / Set Designer / IATSE 44**

*Blockbuster Film Armageddon, Van Nuys, CA | 1997 to 1998*

*Designed chassis and drive train of a 1/4 scale radio controlled (RC) model moon rover. Led machining and assembly teams of more than 25 people. Sourced and negotiated outside vendor contracts. Designed and supervised building of modern shuttlecraft models, including digitizing and 3D CAD modeling. Shuttlecraft models comprised of, 1 (1/3.5-scale 37 feet long) and 5 (1/15-scale) crash shuttles.*

### **Forman / Set Designer / Heavy Equipment Operator / IATSE 44**

*Blockbuster Film Dante's Peak, Culver City, CA | 1996 to 1997*

*Skillfully designed and Led a crew of 30 people in construction of a 30-foot high x 50-foot wide 1/4 scale breakaway dam hero model including 2 full breakaway-cores, and plenum for water manipulation of 650,000,000 gallons.*

### **Production Designer / Lead**

*Cinnabar, Hollywood, CA | 1993 to 1996*

- *Supervised post production / production teams for television shows and commercials. Design sets and lead crews of 25 or more.*
- *Took ownership of budgets of over \$200,000, production schedules to insure delivery always on-time and under budget. Shot in locations in U.S. and Canada.*

### **Project Manager / Tooling and Documentation Head**

*Pacific Fitness, Anaheim, CA | 1992 to 1993*

*Supervised product development from engineering through manufacturing. Project Management duties included; documentation, tooling and streamlining manufacturing processes. Developed tooling for production runs of over 100,000 units and reduced production cost by 10%.*

### **Project Manager / Fabrication Lead**

*European Auto Restoration, Newport Beach, CA | 1991 to 1992*

*Managed restoration projects from beginning to end. Directed rebuilding of rare Ferrari and Porsche classic automobiles which saw increased values of 200% - 300%. Many restored vehicles appreciated value exceeded \$1,000,000.00. Special Note: Restored very rare 1969 Ferrari 365 GTC Special, received "Best in Class" at the Pebble Beach Concours d'Elegance.*

### **Manager of Engineering / Manufacturing / Research and Development**

*Vector Aeromotive, Long Beach, CA | 1987 to 1991*

*Head product development teams from engineering through manufacturing. Project Management duties included; documentation, tooling and streamlining manufacturing processes on all systems. Developed tooling for production runs of over 100,000 units and reduced production cost by 21%. took charge of documentation / engineering of over 10,000 parts. Led teams in conversion from hand-made one-off to full manufacturability. Reduced reworks from 35% down to 3%.*