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Summary

I have a combined total of 15 years experience working in the Advertising & Web Development field. I am experienced in all aspects and phases of Advertising, Marketing, Web Development, Project Management, E-learning development and have consulted and trained organizations in a variety of industries. Prior to founding Solstice Designs, I was the director of advertising for a multi-million dollar Information Technology Firm for over 10 years where I supervised and directed an in-house creative department. While there I gained vast experience in creative consulting, advertising strategies, team motivation and training, and web development. My recent projects include on-site project management, e-learning course development and web consulting for Northwestern Mutual Financial Network in Field Training and Development.

I have worked directly for Omni Resources and its individual web clients from 1991 to 2007. I have been doing advertising, training, project management, web development, and graphic design for a combined total of 15 years for various clients throughout the Midwest. I am currently an active member of the E-Learning Guild, Administrative Management Association, HTML Writers Guild, The International Webmasters Association, International Association of Web Masters and Designers, and MacroMedia Users Group.

Experience

E-LEARNING WEB DEVELOPMENT – DECEMBER 2003 – ONGOING

Design and develop e-Learning training solutions for Northwester Mutual's Financial Representatives in the insurance industry. Work directly with Instructional Designers, Subject Matter Experts, Technical Writers, and Media Design Team to create content and develop web-based e-Learning courses. Implment storyboards for e-learning content development projects.

Use Rapid Builder to create recorded web based software simulations. Use Lectora, Dreamweaver, and Flash to create exams, testing and entire courses, which are then published to a Learning Management System (LMS).

Instrumental in creating a process for course development, best practices and web methodologies. Proactively identified issues and suggested recommendations to improve curriculum operations.

Quality Assurance and testing of e-learning courses. Maintain and update e-Learning content. Maintain CD Library of all previously developed web courses and curriculums.

Project manage all aspects of the courseware development process, including communicating regularly with project team and maintaining tight schedules and deadlines. Strong organizational skills including ability to manage multiple projects.

CREATIVE DIRECTION/ART DIRECTION

Establish, plan, direct and implement advertising and media campaigns, including web initiatives. Design concepts to meet the business objectives of various clients. Implement web design parameters, style guides and visual standards and client training. Establish and produce graphic material for use in advertising and promotion of online services and products services using Quark Xpress, InDesign, Photoshop, Illustrator, PowerPoint, Dreamweaver, Flash and/or FrontPage. Produce graphic sketches, digital designs and copy layouts for content. Determine size and arrangement of illustrative material and copy, selects style, type and arranges layout based upon available space. Extensive knowledge of layout principals and aesthetic design concepts.

AREAS OF EXPERTISE

SKILLS

10 yrs MS FrontPage
6 yrs Adobe Go Live
5 yr MacroMedia Dreamweaver
4 yr MacroMedia Flash
2 yrs MacroMedia Director
10 yrs Adobe Photoshop
10 yrs Adobe Illustrator
8 yrs Adobe Arcobat
3 yrs Adobe Indesign
8 yrs Quark Xpress
7 yrs MS Publisher
10 yrs HTML
6 yrs ASP
6 yrs JavaScript
4 yr Lectora
4 yr Rapid Builder

ADDITIONAL SKILLS

MS Office, Word, Excel, Access, MS Outlook, MS PowerPoint, Miva Merchant – E-commerce, Cascading Style Sheets, E-commerce Solutions, Site Re-designs, Copy Writing and Editing, Online Forms, Guest Books, E-mail Set-up, Auto Responders, Site Links, Site Hosting, Web Site Maintenance, QA Testing, Site Registration & Search Engine Indexing, HTTP, HTTPS, ASP, ASPx, FTP, TELNET, Windows NT, Windows 2000, Windows XP, MAC to PC conversions, CD and DVD Creation, Scanning & Retourching, Digital Photography, Stock Photography, Professional Photography
Digital Video

WEB AWARDS

2006 Horizon Interactive Award – Honorable Mention in Education & Training – Successful Phoning Course
Top Local Site Award
Art Space Award
World Web Award of Excellence
Cyber Platinum Site
Golden Web Award (1999 - 2006)
Seal of Excellence Award
Creative Compost Award
Web Author's Choice Award
Quatec's Web Design Award
Webmasters Award - Superior Site Award

- Combination of both right and left brain talents, able to visualize exciting creative concepts and able to communicate with people at all levels, facilitate ideas and lead others with ease.
- Well-rounded creative director with 14 years experience in visual communications, responsible for the creative, graphic and art direction.
- Superior ability to conceptualize, design and produce a wide range of visual communication.
- Responsible for media purchases and negotiating with vendors.
- Lead brainstorm/ideation of creative concepts and strategy to meet client objectives.
- Participate in client meetings and present creative concepts.
- Provide creative direction for development team.
- Validate design and technical issues determined to be beneficial to final product.
- Responsible for taking concepts from initial idea through to final layout in both print, web, and e-learning formats.
- Generate creative ideas / concepts based on business objectives and responsible for executing these creative ideas into web pages and templates.
- Knowledge of Mac and PC, web and print tools, techniques, output and resources.
- Directing projects and people, including staff team members and outside suppliers, such as ad agencies, printers and Internet technical developers.
- General Project Management including maintaining various schedules and deadlines.
- Responsible for design meetings, budgets and other administrative functions.
- Use fine art skills to enhance design executions. Including exploring and continuously push for high standards in design excellence.
- Work with the Ad Agencies - E-Commerce and Product Managers, to develop, review and revise marketing / advertising strategies.
- Comfortable working with and creating digital imagery ranging from spot illustrations to GUIs to logos, always considering composition, ease of use and innovation.
- Assisting in creative documentation development.
- Research and reference materials and content used for particular images and designs.
- Identifying imagery options and resources (i.e. graphics, photo shoots, stock photos, animation, etc.)
- Maintain Library of Graphics, photography, stock photos and illustrations for web use.
- Ability to juggle multiple priorities.
- Developed training and documentation for clients when necessary.

WEB DEVELOPMENT

Design and construct web pages/sites including incorporating graphic user interfaces and other techniques. Design HTML/ASP . JavaScript and Flash visual interfaces and interaction of web-based applications. Design and evaluate visual concepts utilizing user centered design principals. Maintain and provide ongoing design and content. Able to advise and implement all aspects of web site operations and development projects, including technical design and quality of the technical implementation. Provide technical assistance and direction to the project team regarding specifications, design issues, development guidelines and testing. Lead effort to analyze web site needs and development specifications. Establish and maintain project development specifications and standards.

- 12 years experience in web design and development
- 14 years experience in the advertising and web development industry, working or training on multimedia and/or Internet projects.
- A Senior Web Designer/Art Director responsible for conceptualization and design projects from concept to completion.
- Responsible for the design, development, deployment and support of large and small web sites using development methodology to meet project goals.
- Knowledge of software development & proficiency in HTML, active server pages (ASP), Microsoft technologies, FrontPage, Dreamweaver, Photoshop, Illustrator, Quark Xpress and other desktop publishing and graphic design software. Knowledge of SQL, database technologies, e-commerce software pkgs., ISP relations and web application development.
- Ability to design sites with search engine indexing capabilities in mind.
- Visionary behind the look and feel of the site and able to inspire design team with this vision.
- Maintaining consistency on existing pages and developing concepts for new pages/functionality.
- Suggest solutions based on a strong understanding of site architecture design, user interfaces and intuitive navigation schemes.
- Knowledge of web page layout principles, limitations and constraints.
- Responsible for developing and providing website creative components that will motivate users to visit the site frequently.
- Manage/perform website editorial activities including gathering and researching information to enhance the value of the site.

- Industry awareness and research for each client including surveying customers to gather feedback for website improvement and enhancements on a regular basis.
- Design and develop user interface features such as site animation and special effects elements, as requested.
- Consider/recommend necessary functionality requirements and/or page weight requirements around design.
- Responsible for the development of a strict web style guide, including fonts, color palette, icons, banner style guide and usage cases when all of the above should be used.
- Experience in various web technologies and their impact on multiple platforms and browsers.
- Strong understanding of how web sites are constructed and work; knowledge of cross browser compatibility and experience in validating and debugging code across different platforms.
- Working with the System Architect to develop integration strategy for HTML templates, indexing and cutting Photoshop files for HTML production.
- Participate in efforts to improve quality of websites and other electronic publications as required.
- Web project management experience.
- Assistance with Domain Registration & Related Services.
- Adobe PDF page creation.
- Perform QA during site build.
- Ability to work independently & as part of a team.
- Client website maintenance training.
- 5 years experience training/teaching web development, software usage and advertising in classroom setting.

PROJECT MANAGEMENT/CLIENT FACING

- Performing design audits and analysis of competitor sites.
- Proposal, Project Plan and Estimate writing/authoring.
- Ability to work within budget guidelines.
- Ability to design and stick to schedules and deadlines.
- Design site maps, schematics, etc.
- Plan implementation.
- Adapt, as necessary, to established client styles.
- Writing training materials and technical documents for client classroom training.
- Site Implementation at client location.
- Site maintenance.
- Good analytical, problem solving and communication skills.
- Prioritize and schedule all project work and manage work flow among creative / production team.
- Work closely with account management teams to ensure all design, production and deadlines are met.
- Work with staff and clients to create innovative visual solutions and meet project goals.
- Assist in development of client strategy sessions.
- First contact to ISP and client for Technical Support issues relating to sites.
- Strong organizational and processing skills.
- Demonstrated ability to manage multiple projects.

ADVERTISING

- Proven experience in a corporate environment with a wide range of advertising, multi-media creation, web design and broad array of print materials.
- Responsible for annual media plan and budgets.
- In-depth knowledge of Marketing, Direct Mail, Advertising and Promotional Techniques.
- Created exciting print advertising, audio-visual designs, collateral materials, direct mail, web design, billboard graphics, trade show graphics, copy writing, photography and other special projects.
- Coordination of Trade Show and Corporate Events.
- Interact with all levels of the organization, as well as outside printers, ad agencies and various vendors.
- Hands on design work and mock-ups for presentations, brochures and other marketing material.
- Establish and communicate the design for the development of all company materials, web pages, mailings, promotions and advertising.
- Developed public relations vehicles including web pages, departmental brochures, press kits and press releases, initiated direct mail programs, and coordinated highly effective publicity by developing contacts with the media.
- Selected, directed and negotiated all outside services including ad agencies, production studios, media buy agencies, radio, and billboard and market research firms.

- Redesign and refurbishment of trade show materials.
- Photographed company events for use on the web, marketing materials and the media.
- Copy writing and editing of company newsletters, press releases and employee manual
- Designed and implemented a Corporate Employee Recognition Program.

PORTFOLIO

MULTIPLE INTERNAL NORTHWESTERN MUTUAL E-LEARNING WEB COURSES INCLUDING:

(All courses available on the Learning Management System)

Getting Started in The Network Connection

Getting More in The Network Connection

Automated Client Builder – Managing Your Business

Supervision Philosophy Exam

Field Staff Successful Phoning

Integrating The Network Connection with PPA Pilot (2 courses, Create & Integrate)

Integrating The Network Connection with PPA / PNA (4 courses, Create, Integrate, Update and Advanced Topics)

Select Assets

The Network Connection 7.6 (7 courses with simulations)

Courses developed using Lector and Rapid Builder.

To view samples from my portfolio, please follow this link.

<http://www.solsticedesigns.com/Portfolio/WebPortfolio.asp>

UNIVERSITY OF WISCONSIN – RIVER FALLS

www.uwrf.edu/outreach

Website Redesign / Re-development. HTML, ASP, JavaScript, Photoshop, Illustrator, Dreamweaver, Multiple database delivery.

RX-EDGE

www.rx-edge.com

Website Redesign / Re-development. HTML, ASP, JavaScript, Photoshop, Illustrator, Dreamweaver, Client Training.

LEVERAGE POINT MEDIA

www.leveragepointmedia.com

Website Redesign / Re-development. HTML, ASP, JavaScript, Photoshop, Illustrator, Dreamweaver, Client Training.

THE COUNSELING CENTER OF MILWAUKEE

www.solsticedesigns.com/TCCM/Design1.asp

Website Redesign / Re-development. HTML, ASP, JavaScript, Photoshop, Illustrator, FrontPage.

KONSTANTINO TREASURES

www.solsticedesigns.com/konstantino

Website Redesign / Re-development. HTML, ASP, JavaScript, Photoshop, Illustrator, FrontPage 2002, SQL.

GRAHAM MEDICAL

www.grahammedical.com

Website Redesign / Re-development. HTML, ASP, JavaScript, E-commerce using Miva Merchant, Photoshop, Illustrator, FrontPage, SQL Database. Classroom training was developed for the client to learn html, FrontPage, E-commerce and administrative tools to maintain website internally.

EMS-ENERGY MANAGEMENT SYSTEMS – SALES & ENGINEERING

www.emsna.com

New website created for EMS using only the company logo and description of services. Photoshop, Illustrator. Site programming was development by Dave Schneider using ASP, HTML, and JavaScript.

OZAUKEE BANK

www.ozaukeebank.com

Website re-design/development and copy writing. HTML, JavaScript Double Hovers, ASP, Photoshop, Illustrator, FrontPage 2000, Site Registration. Client web development training.

BROOKFIELD CONVENTION AND VISITORS BUREAU

www.brookfieldcvb.com

Website re-design / development and copy writing. HTML, JavaScript Slide Show and navigation, ASP, SQL 7 Database. Database development of the calendar of events and administrative tool was done by Omni Resources, Inc.

VERNON, ROCHE AND HODGSON BUSINESS PSYCHOLOGISTS

www.vrhconsulting.com

Website design / development. HTML, ASP, JavaScript, Photoshop, Illustrator, FrontPage 2002. Site Registration.

CEDARBURG SCIENCE-ENVIRONMENTAL SCIENTIST

www.cedarburgscience.com

Website design/development and copy writing. HTML, ASP, JavaScript Double Hovers, Photoshop, Illustrator, FrontPage 2000, Site Registration.

THE CAWLEY COMPANY

www.thecawleyco.com

Full site development.

HALBROOK BUILDERS

www.halbrookbuilders.com

Full site development.

LADISH HOMES

www.ladishhomes.com

Full site design and development.

PERRET HOMES, INC.

www.perrethomesinc.com

Full site design and development.

HUJET

www.hujetteam.com

Full site design and development.

OMNI RESOURCES, INC.

www.omniresources.com

Full site design and development.

EDUCATION

SOUTH MILWAUKEE HIGH SCHOOL – Graduated 1983

UNIVERSITY OF WISCONSIN – MILWAUKEE – 1983-1986 – Major: Psychology

ART INSTITUTE OF PITTSBURGH – Currently enrolled in Interactive Media Bachelors Program with a strong emphasis on Project Management, Instructional Design and User Interface Design. Maintaining a 3.9 GPA since January 2005.