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Professional Experience

05/02 - 11/04 : Director of IT : YB Services

Recruited by young design and development shop to work closely with company director in expanding web and print capabilities and services.

With company director, formulated and presented proposals to prospective clients. Liaised with clients through life cycle of projects, and trained clients in use of administrative interfaces to their websites. Educated clients on general concepts such as search engine optimization and traffic analysis.

Designed and developed front and back ends of websites independently and as team lead.

Developed shopping cart template and extensible customized content management systems for sites of varying sizes and objectives.

Provided formulation, direction and scripting for hybrid projects involving variable data printing, personalized email blasts, individual receipt & response tracking, and campaign statistics; targeting up to 36,000 individuals per project.

Assisted company director in recruitment and interviewing of developers, designers, and photographers; trained and lead new hires.

Notable projects include: Directed overseas development team, oversaw photography, lead detailed data and media verification for 10,000 product site. Lead team in developing multi-hotel booking engine. Developed interactive database-driven flash map for the World Trade Centers Association. Oversaw seamless update of 10,000-record main CRM database for Port Authority of NY&NJ through direct mail campaign.

Internal responsibilities: Managed production web server hosting 50 sites, supported and upgraded company W2K-XP-ME/MacOS9-X/Linux network and in-house W2K file server. Developed Tier-1 hosting support documentation (Introduction, Instructions, FAQ's) and handled Tier-2 hosting support cases. Created web and local backup/archive workflows, scripts and associated documentation. Developed and refined internal job tracking, contact management, and vendor information systems. Provided daily networking and technical support for print and web departments.

01/01 - 05/02 : Freelance Designer/Developer

Created and maintained sites for clients such as Abelow Connors Sherman Architects, Feel Records, the Limelight, Steven Holl Architects, Amses Cosma, Body Central, Brady Brock, Doris Halle Design, PFC Carts and others, independently and in collaboration with James Holl Design, 7Sign and ZDi Design.

Revamped the underlying Cold Fusion code of an existing online store for a party goods retailer for optimum search engine placement, and worked with client to develop a successful online marketing strategy.

05/00 - 01/01 : Sr. Web Designer/Developer : Happy Capitalist Productions

Designed and developed sites ranging from simple brochures to artist portfolios and online stores, maintained and updated existing sites, for clients such as Ruff Nation, New York Daily News and Shell Sheddy.

Participated in the planning and initial development of HCP's small business e-commerce application.

01/00 - 04/00 : Web Designer : Grey Interactive

As part of a creative team, designed aspects of various projects for large clients, such as Liz Claiborne, Wal-Mart, Pantene and Clearasil; developed user interface prototypes for new projects.

09/98 - 12/99 : New Media Director : Marschallin+Sachs

Worked closely with clients toward an optimum online image, within the limits of established corporate image strategies.

Structured, designed and coded projects from sketches to finished sites.

Created national and local magazine and newspaper ads, banners, and bridge pages.

Daily requirement of expertise in cross-platform HTML, as well as Photoshop, Illustrator, ImageReady and QuarkXPress.

01/98 - 12/99 : Teaching Assistant / Lab Supervisor : Marymount Manhattan College, Communications Department

Worked with professors in the development of lesson plans and their presentation.

Mentored students on coursework and related projects, in class and in weekly mentoring sessions.

Mac network administration, maintenance and troubleshooting.

01/98 - 03/99 : Web Designer, Assistant Graphic Artist : Wides+Holl

Responsible for all aspects of designing and maintaining the company website.

Assisted in design and production of printed matter, retouched images for advertising and stock sale.

Upgraded and maintained Mac network, hardware and software.

A position requiring expertise in Photoshop, QuarkXPress, and Illustrator.

03/98 - 09/98 : Intranet Designer : The Conference Board

Coordinated information between various departments regarding their intranet representation, assisted with the company's public website.

Extensive use of Dreamweaver, Cold Fusion and Access.

09/95 - 09/97 : Designer : The Permanent Mission of Latvia to the U.N.

Designed invitations and posters, organized mailings.

Occasional Mac and network troubleshooting.

Education

Incomplete BA in Art with focus on Graphic Communication,
Marymount Manhattan College, NYC, 1996-1999

Computer Skills

Focus on various aspects of design and development for the web.

11 years personal, 8 years professional experience, thorough knowledge of Mac OS X/9, Linux command line, and Windows XP/2000/NT environments and hardware, extensive experience with MySQL and MS SQL Server database systems, working knowledge of sound and video editing, some 3D modeling.

Primary Software Usage : Photoshop, Illustrator, BBEdit, Flash.

Secondary Software Usage : Quark, XFig, Gimp, ImageReady, GoLive, Dreamweaver, InDesign, Acrobat, Premiere, ProTools, Maya 6, MS Office components.

Languages : PHP, SQL, ActionScript, CSS, (X)HTML, JavaScript, ASP, Bourne Shell.

References

Available upon request.