

Highly creative and technically skilled professional with eight years of experience in web design & development within educational environment and beyond. Experienced with handling web projects from beginning to end. Passionate about extending websites to improve web presence and user experience. Creates a visual consistency across all web and social media platforms for brand recognition and awareness. Develops social media strategies to engage the user community.

» PROFESSIONAL EXPERIENCE

WEB & DESIGN CONSULTANT

OCTOBER 2006 - PRESENT

- Designs and develops websites, newsletters and promotional materials for higher education and small business clients

WEB DESIGNER / ONLINE LEARNING SPECIALIST

MCGRAW CENTER FOR TEACHING AND LEARNING, PRINCETON UNIVERSITY

JUNE 2014 - APRIL 2015 | PRINCETON, NJ

- Built and managed the McGraw Center's web and social media assets related to online teaching and learning
- Analyzed web and social media analytics and proposed strategies for improvement
- Gathered content and designed layouts for web and email communications
- Created a consistent visual design for Princeton Online Learning Initiative
- Implemented campus-wide web communication strategies aimed at both internal and external constituents
- Worked with McGraw's pedagogy, IT teams and video producers to support the development of open and blended courses on learning platforms (Coursera, NovoEd, Blackboard)

WEB DESIGNER / PUBLICITY SPECIALIST

DEPARTMENT OF MOLECULAR BIOLOGY, PRINCETON UNIVERSITY

JANUARY 2013 - MAY 2014 | PRINCETON, NJ

- Worked with faculty and directors to develop new and improved websites for specific programs
- Managed publicity for seminar series and special seminars via web ads, social media and broadcast emails
- Improved functionality and troubleshoot main departmental site
- Assisted with the production of faculty lab sites
- Maintained the departmental intranet site (SharePoint)
- Designed visual graphics for special events
- Improved communication emails and implemented mobile friendly design

LEAD WEB DESIGNER / DEVELOPER

SCHOOL OF ARTS AND SCIENCES, INFORMATION TECHNOLOGY OFFICE, RUTGERS UNIVERSITY

DECEMBER 2009 - JANUARY 2013 | NEW BRUNSWICK, NJ

- Developed a visual identity for the School of Arts and Sciences web portals
- Managed web development projects of multiple departments and main offices under the school
- Designed and created new web templates to be used by departments and centers
- Developed custom sites while complying with the established visual identity of the school
- Created solutions for faculty profile pages, web marketing and online newsletters
- Assisted during the migration process of 75 departmental websites from Joomla 1.0 to 2.5
- Streamlined web marketing workflow process
- Oversaw the work of three web assistants
- Trained and guided other web developers
- Developed individualized user trainings and documentation
- Provided creative direction in developing web advertisements and custom web site designs
- Led 2012 summer internship for Rutgers Future Scholars students

LEAD DESIGNER

DEPARTMENT OF ENGLISH, RUTGERS UNIVERSITY

OCTOBER 2007 - NOVEMBER 2009 | NEW BRUNSWICK, NJ

- Designed and contributed to the development of the new departmental websites built on Joomla Platform
- Developed web and print marketing campaigns and promotional materials such as web ads, broadcast emails, posters
- Responsible for the visual design and HTML / CSS templating of Event Websites
- Implemented flash web advertisement, monthly calendar of events broadcast emails and

PORTFOLIO

www.awdigitaldesign.com

TECHNICAL SKILLS

CSS
HTML
Javascript
ActionScript

CMS

Joomla!
Drupal
WordPress

EMAIL MARKETING

Mailchimp
Constant Contact

APPLICATIONS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Macromedia Dreamweaver
Macromedia Flash
Adobe Acrobat Professional
Contribute
QuarkXPress
Keynote
Microsoft Office
Version Cue
Cisco VPN Client
Cyberduck
FileZilla
VMware Fusion

EXPERTISE

Front-End Web Development
Web Interface Design
Project Management
Information Architecture
User Experience
Web Analytics
Web Accessibility
Mobile Web & Email
Email Marketing
Web Advertising
Print Marketing
Digital Signage
Interactive Presentations
MAC/PC

PERSONAL

Eager to Learn
Detail Oriented
Self-Reliant
Self-Initiator
Highly Motivated
Dedicated

PROFESSIONAL DEVELOPMENT

Creating Joomla! Websites
Joomla! Template Design
Drupal Camp 2014, 2015
Drupal for Designers workshop
Drupal for Beginners workshop
Theming in Drupal webinar
SharePoint 2010 workshop
Web Usability
User Experience Fundamentals



- multimedia presentations for Digital Displays and Kiosk
- Provided art direction and design for the print and digital version of the Future Traditions Magazine 2007-08
- Integrated graphic elements created for print into a coordinated online campaigns
- Designed Writers at Rutgers Reading Series Campaign, Writers House Master Class Series, Writing Program Branding
- Guided and mentored design interns and junior team members
- Maintained promotional web updates for multiple websites
- Co-Instructed Rutgers English Future Scholars Program

WEB / GRAPHIC DESIGNER

PAUL ROBESON GALLERIES, RUTGERS UNIVERSITY

OCTOBER 2006 - OCTOBER 2007 | NEWARK, NJ

- Webmaster for the gallery's website
- Created marketing materials promoting gallery exhibitions

» EDUCATION

BACHELOR OF FINE ARTS IN VISUAL ARTS

CONCENTRATION IN GRAPHIC DESIGN | GPA 3.9

MAY 2006 | RUTGERS, THE STATE UNIVERSITY OF NEW JERSEY

ASSOCIATE IN APPLIED SCIENCE IN MEDIA DESIGN

CONCENTRATION IN ADVERTISING | GPA 3.9

MAY 2003 | MIDDLESEX COUNTY COLLEGE

» ACADEMIC AWARDS

2003 - 2006 Dean's List, Rutgers The State University of New Jersey
2005 - Nominated for Phi Beta Kappa, Rutgers, The State University of New Jersey
2000 - 2003 Dean's List, Middlesex County College, Edison NJ

» ACHIEVEMENTS

- MAY 2006
Outstanding Achievement in Graphic Design Reflecting Creativity and Dedication
Rutgers The State University of New Jersey, Newark NJ
- NOVEMBER 2005
New Jersey Art Directors Club Design Derby Competition
First Prize for New Jersey Mortgage Company Website Design
- MAY 2002
Awarded for The Highest Academic Achievement in Advertising Graphics Design
Middlesex County College, Edison NJ
- MAY 2003
Selected for Tenth Annual MAD Senior Student Exhibition
Middlesex County College, Edison NJ

INTERESTS

Photography
Cascading Stylesheets
Database Driven Web Applications
Interior Decorating
Psychology of Art