



First name sounds like 'Inn.'

Web Designer

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Summary

I am a results-driven, goal-oriented and flexible web designer with experience in direct marketing, e-commerce, and agency like environment. And I love what I do because it's fun.

Skills

Technical: Hand-code table-base HTML, CSS & inline-CSS, Dreamweaver, Photoshop (Ace Certified), Search Engine Optimization, Browser Compatibility, Mac OS/Windows.

Expertise: Design layouts and site structure. Project Life-Cycle, Prototyping & Mockups, Direct Marketing, Branding, Wire framing, Search Engine Optimization, User Interaction, and E-Commerce.

Design: Typography, Photo Manipulations & Re-touch, Color Correction, Image Optimization, Product Photography, Email, Banner Ads, Business Cards, Logos, Letter head.

Experience

2009-Present	Independent Contractor	YenWorks.com	Beaverton, OR
	<ul style="list-style-type: none">• Improve existing small business websites, including SEO, copy editing and photo updates.• Create new websites from user interface, layout, navigation, design to content generation.• Provided marketing, promo suggestions, email campaigns, and social media.		
8/2007 - 3/2009	Adobe Technical Support	Stream, Inc.	Beaverton, OR
	<ul style="list-style-type: none">• Solved product related issues via inbound calls through problem solving skills and exemplary customer service. Awarded excellent customer service and Adobe Certify Expert for Photoshop CS3.		
7/2005-7/2006	Senior Web Designer	Pinemeadow Golf, Inc	Tigard, OR
	<ul style="list-style-type: none">• Responsible for design of page layouts, graphics, information structure, user-experience, navigation, usability, visualization, and functionality with A/B split testing.• Increased holiday sales by 300% through design and hand code email promos.• Provided marketing and creative direction (ie. Promo suggestions, email campaigns, photography, re-writes, editing, etc.), additions to data content management system and project management.		
12/2000-4/2005	Web Designer	Nautilus, Inc	Vancouver, WA
	<ul style="list-style-type: none">• Responsible for design of page layouts, graphics, shopping cart, layout and usability, advertising banners, HTML e-mails, micro-sites and landing pages, as well as information structure, workflow, navigation and interface for multiple web sites and product lines.• Provided and maintained the usability, visualization, and functionality of both web sites and electronic media, took the lead in graphical direction for web sites, assess usability and A/B split testing.• Interacted with various Info Sys, marketing teams, art directors, copy editors, and call center, to understand the users' needs and objectives and create a cohesive and visually stimulating end-user experience.• Introduced email and banner ads marketing, which resulted in a 3% conversion rate and online sales of \$3 mil. average per month from a \$100k top sale month; last seen figures went up to \$14 mil. per week.		

Credentials

Certification:	Photoshop CS3 - Adobe Certified Expert, 9/2008	Tigard, OR
	Web Design Certification - Westlake Internet Training, 9/2000	Boston, MA
Conference:	Commission Junction Affiliates, 8/2005	Santa Barbara, CA
Education:	Oregon Institute of Technology	Klamath Falls, OR
	B.S., Management Information System, 1999	