



SUMMARY.

10+ YEARS }

FULL-CYCLE WEB SITE DESIGN & DEVELOPMENT.

Comprehensive understanding of the web development & design process with the ability to implement a fully functional web site from concept to completion. Highly skilled in the use of HTML / CSS with a solid understanding of the principles and practices relating to usability, standards compliance, accessibility, cross-browser, device and platform compatibility & SEO.

GRAPHIC DESIGN. Exceptional creative sense with the ability to formulate tangible images from ideas with expertise in brand creation. Skilled in the application of design principles and the utilization of typography, color and art for both screen and print presentation. Experience working within the framework of corporate style guides and using digital asset management.

DIGITAL PHOTOGRAPHY & PHOTO EDITING. Studio catalog photography for both web & print delivery utilizing creative product styling techniques. Focus on web image enhancement & retouching, product shot consistency and color correction.

10+ YEARS }

ECOMMERCE. Expansive experience ranging from platform determination based on design & functionality requirements to performing ongoing product catalog copy, documentation & image updates. In-depth knowledge of theme customization using CSS and configuring system settings, methods and options to streamline usability & performance. Firm understanding of database concepts in relation to CSV field mapping to extract/populate key catalog information and manipulate data to adhere to standards. Pro-actively improve site usability by leveraging web analytics to identify user behavior, adding features and functions designed to enhance the shopping experience and maximize conversions.

7+ YEARS }

MARKETING. Conceive & generate engaging content using creative product imaging & informative copywriting. Design & distribute email marketing campaigns and maintain corporate social media accounts. Monitor campaign effectiveness and adjust strategies accordingly.



PROJECTS.

- Multiple platform conversions & migrations
- Project lead on GSA contract award
- Patent & trademark submission



SKILLS.

Photoshop CC	██
Illustrator CC	██
Premiere CC	██
InDesign CC	██
HTML & CSS	██
JavaScript / JQuery	██
MS Office (365)	██
Project Management	██
Personnel Management	██
eMail Marketing	██
Social Media Marketing	██
Google Analytics	██
SEO	██
Copywriting	██
Magento	██
WordPress	██
LemonStand	██
Volusion	██
3dCart	██
Shopify	██



EXPERIENCE.

- 2009 - present
MARTRANO ENTERPRISES, LLC
 E-Commerce Manager - Web / Graphic Designer
- 2002 - present
BURNING BRAINS PRODUCTIONS
 Web / Graphic / UI Designer - Owner
- TARGET MEDIA PARTNERS**
 Graphic Designer - Photographer - Photo Editor - Copywriter
- AMERICAN EXPRESS**
 Data Center Manager



PROFESSIONAL.

- A passion for functional design - Analytical, critical thinker with strong artistic & creative ability
- Project management experience including cost analysis, vendor selection, system design, functional and technical analysis, testing, implementation and documentation
- Capable of working in a creative, results-driven environment or within the confines of a design direction following exacting specifications
- Strong communication and interpersonal skills; interaction with all levels of personnel, clients and outside vendors
- Owned & operated successful web site design & development firm for over 10 years managing up to 10 direct reports
- Ability to work in a deadline driven, multi-tasking, production environment
- Extremely organized with Virgo-like attention to detail
- Adept at learning and applying new technologies

HOBBIES & INTEREST

