

EDUCATION

Rochester Institute of Technology – Rochester, NY
Bachelor of Science, New Media Publishing
Concentration in Digital Media - GPA: 3.6 - PFOS: 3.8
Liberal Arts Minor: Communication

Related Course Work

- Website Design & Implementation
- Elements of Graphic Design & Typography
- Dynamic Web Publishing
- Digital Asset Management
- Interface Design
- Project Management

COMPUTER SKILLS

Platforms

- Proficient with both Mac OS X & Microsoft Windows

Software & Languages

- Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Dreamweaver, Adobe Flash, Microsoft Office, FTP Programs, BBEdit, HTML Programming, CSS

RELATED EXPERIENCE

Image Permanence Institute, Rochester Institute of Technology – Rochester, NY

Web Designer (March 2008 – Present)

- Design new and maintain existing websites for the institute
- Create promotional material for environmental monitoring services and image preservation
- Implement marketing initiatives for preservation products and services
- Responsible for creating and sending out email newsletters on a quarterly basis

GateHouse Media, Inc. – Fairport, NY

Graphic Designer (August 2007 – March 2008)

- Created Flash advertisements for local newspaper websites around the country. Some were new contracts and some were transition ads that needed to be re-built to be more user-friendly and easier on the eyes
- Responsible for all print and web-based design within the corporate office and local properties

The Salzman Group – Victor, NY

Web Designer (March 2006 – August 2007)

- Designed promotional web material on a regular basis for multiple eCommerce websites under deadlines
- Responsible for multiple ongoing projects, mainly the implementation and design of new websites and images for the products contained within
- Created and executed ongoing marketing strategies and designs for email campaigns for multiple companies

Rochester Institute of Technology – Rochester, NY

Web Designer (June 2005 – March 2006)

- Designed “look & feel” for the myRIT portal and other design work for the college
- Assisted in the development of websites with HTML and CSS, focusing on cross browser compatibility

Laboratory for Laser Energetics, University of Rochester – Rochester, NY

Web Developer (September 2003 – August 2005)

- Designed and developed websites in HTML and CSS
- Responsible for ongoing website maintenance
- Implemented 6 websites completely