Will Bowling | Web Standards Designer & Developer

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Portfolio – **www.WillBowling.com**

OBJECTIVE
Experienced user-centered interface designer/developer looking to join a talented and creative team to plan, design, and develop web sites and applications that serve business and user needs.

EDUCATION
The Art Institute of Atlanta, Atlanta, Georgia
June 2004 - Associate of Fine Arts in Multimedia/Web Design

SKILLS
(X)HTML • HTML5 • Web Standards Development • Information Architecture • CSS3 • User-Centered Interface Design • Object Oriented Programming • JavaScript • jQuery 1.4.2 • Visual Design Principles • CMS Development • Ajax • Accessibility • Cross-Browser/Platform Development • PHP • Usability • Site Optimization Strategies • MySQL • Findability Strategies • Fireworks • Photoshop • Illustrator • Social Marketing

PLATFORMS
Macintosh OS X (preferred), Linux & Windows

SOFTWARE
Fireworks, Dreamweaver, Illustrator, Photoshop, InDesign, QuarkXpress™, Final Cut Studio, Pro Tools and Microsoft Office

LANGUAGES
English (native), Spanish (conversational)

EXPERIENCE
2010 – Present // NTeyes Inc., Tampa, Florida
Marketing and Art Director
- Redesigned NTeyes.com website built on WordPress 3.0.1.
- Installed and implemented Magento e-commerce solution.
- Create and follow through on brand identity for all marketing outlets.

2007 – 2010 // BobCAD-CAM Inc., Clearwater, Florida
Lead Web Designer/Developer
- Constructed a new user friendly and search engine optimized website.
- Implemented and maintained jQuery libraries in all websites.
- Redesigned and tripled web traffic to http://www.bobcadcam.com
- Efficiently produced html e-mail campaigns to quickly raise distribution of software.
- Designed new logos for current and new software bundles.
- Aided in design and production of postcards and brochures for mass mailings.

2007 – 2009 // TAP Publishing, Crossville, Tennessee
Web Standards Designer/Developer
- Designed and implemented the new user interface and design for WeatherTAP.com and its daily user base of 10k+.
- Responsible for optimization of front end XHTML and CSS of current and new company websites.
- Optimized and delivered a unique system of organization to aide in development and production on the web farm.
- Collaborating with partners and supervisors to gradually enhance the corporate image of the company.

2007 – 2007 // Idearc Media, publisher of SuperPages.com, St. Petersburg, Florida
Web Developer (Contract)
- Assisting advertisers with the production of their web site
- Production of at least one web site a day
- Developing rapport with established advertisers for unlimited revisions
- Responsible for calling and gathering content for advertiser's sites
- Maintaining quality web sites and content for pay per click advertisers

2006 – 2006 // eNox Media, Tampa, Florida
Senior CSS Web Developer and SEO architect (Full Time)
- Assisted on Design process of major projects.
- Responsible of development of web sites from ground up utilizing Search Engine Optimization.
- Instilling Web 2.0 guidelines for overall look and feel of major projects.
- Primary Graphic Designer for timely in-house and out-sourced print jobs.

2005 – 2006 // In Touch Media Group, Clearwater, Florida
Online Multimedia Manager
- Consistently led and maintained online presence and technology for existing and new clientele.
- Maintained and developed relationships with existing and new contractors.
- Controlling site optimization for Search Engine Marketing campaigns.
- Demonstrated skills involving Search Engine Optimization with CSS and XHTML.
- Ensuring clients with quick and reliable service throughout their campaign.

2004 – 2005 // Hartwell Classic Apparel, Hartwell, Georgia
Junior Designer
- Responsible for the design of CSS based email blasts.
- Creating Customized emails and flyers for current promotions or sales kits.
- Lead Photographer for product shots and model shots.
- Primary label designer for new product hangtags or loop labels.

2003 – 2005 // New South Publishing Inc., Atlanta, Georgia
Freelance Designer
- Responsible for the design of the new KNOWAtlanta website.
- Utilizing CSS for the layout of the KNOWAtlanta site.
- Responsible for the quarterly KNOWAtlanta site updates.

2003 – 2004 // Digital 21, Atlanta, Georgia
Contract Web Designer
- Designed NAPPR.net website.
- Incorporated CSS for navigation of NAPPR.net.

2001 – 2002 // SagÈ Creations, Atlanta, Georgia
Freelance software instruction and Graphic Design
- Assisted client with design ideas for children's book.
- Instructed client on use of design software.
- Familiarized client with the Macintosh environment.

References Available Upon Request