

Graphic / Website Designer and Developer Graphic / Website Designer and Developer Visual Designer / Developer Franklin, MA Creative Visual Designer / Developer with 15+ years of experience building brands and designing responsive websites and interactive features that enhance and improve User Experience. Expert at translating visual needs through technology. Work Experience Graphic / Website Designer and Developer Elliott Graphics - Franklin, MA September 1996 to Present Architect client websites including concepting, design, planning, UI, development and execution to promote their business or service in the best light with highest visibility. Administer and maintain websites, analyze performance and create SEO plans, email design, and internet consulting to increase client company awareness. Create graphics, logos, brochures, direct mail, advertising, reports, collateral and signage as needed to advocate the clients message and brand. Front End Developer Blue Cross Blue Shield of Massachusetts - Quincy, MA October 2017 to November 2018 Developed new pages, site sections and user interface enhancements to accelerate a new digital platform initiative. Tested for compatibility on various browsers and devices, enhancing and modifying features as necessary to ensure the best experience for the user. Updated and maintained content through WebSphere and TeamSite, and Drupal, analyzing issues and debugging as necessary for corporate rebranding. Website Developer Bose - Westborough, MA August 2014 to April 2017 Created wireframes and built functional prototypes for new products, features and UX requirements to advance company rebranding effort. Developed new content and features to update or enhance websites through TeamSite, Hybris, and Adobe Experience Manager to support new product offerings. Initiated and executed plan to dynamically generate HTML for emails in Exact Target that saved the company an estimated \$90k/year. User Interface Designer Intertek - Boxborough, MA July 2008 to April 2014 Implemented an iterative design process to revamp the design, layout and user interface of underperforming legacy websites and portals to increase customer satisfaction. Created new designs and functional prototypes for new features and products to expand company offerings. Updated existing website templates to make products and portals responsive, and devised dashboards for clients to visualize test results at a glance in real time. Art Director/Graphic Designer Softbank Comdex - Needham, MA September 1990 to

September 1996 Concepted and designed campaigns, direct marketing pieces, promotional collateral and signage to promote multiple event channels. Designed brands and logos, desktop publishing, graphic and website design, icons, style guides, brand guidelines and illustration as needed to support campaign objectives. Coordinated mechanical preparation, pre-press checks, mentored junior designers and oversaw contract artists to meet or exceed deadlines. Education Bachelor's in Art Framingham State University - Framingham, MA Certification in Website Design and Development Northeastern University - Burlington, MA Skills Visual Design (10+ years), User Interface Design (10+ years), Photoshop (10+ years), Illustrator (10+ years), Indesign (10+ years), Graphic Design (10+ years), Website Design (10+ years), Web Development (10+ years), HTML (10+ years), CSS3 (10+ years), Javascript (10+ years), JQuery (10+ years), User Interface, Front-End, Front End, UI, CSS, Sketch, InVision, HTML 5 Certifications/Licenses Advanced Javascript August 2010

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