Aaron Lademann

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My objective is to utilize my eclectic range of design, communication, programming and leadership skills to provide strategic, logistical and creative business solutions.

I have over six years of interface design and Web development experience. I am proficient using interactive technologies such as javascript/ajax to build and enhance interfaces for large corporate Web sites and applications, both internal and external.

Experience

Web Developer, Creative Director
Sisters of Mercy Health System | Chesterfield, Missouri | May 07 - present

Responsibilities

Planning, developing and managing all internal Web communications for six intranet sites within a multi-billion dollar corporation and it's five umbrella entities.   Provide expertise and guidance to top executives in identifying and implementing Web-based solutions in support of business needs.   Manage dozens of Web site contributors by providing customized, dynamic Stellent fragment and layouts, and enterprise cascading stylesheets.   Provide creative direction for all corporate brands and external marketing materials, and manage the work of vendors and freelance designers.

Accomplishments

Designed and developed a physician-specific intranet site using Stellent Site Studio. The interactive site gives physicians a place to discuss and learn from one another as they prepare for the launch of *The Genesis Project*, Mercy's five billion dollar EHR initiative. The site successfully launched in late October, and has received countless compliments from doctors and corporate executives alike.

Developed a new corporate sub-branding strategy for the system's numerous umbrella entities. The strategy aligns all entities by using a consistent treatment on all logos and marketing materials. I conceptualized and produced the new brands and worked together with the chief communication officer, and senior level vice-presidents from the various entities to negotiate and implement the new strategy successfully.

Web Developer
Network Solutions, Inc. | Belleville, Illinois | September 06 - May 07

Responsibilities

Design, develop and implement effective Web interfaces using css/html. Determine and manage project time lines, and handle a workload of up to ten clients at once. Perform user requirements gathering, prototyping, interface design, graphic design and Web marketing (seo/ppc) site optimization.

Accomplishments

Awarded employee of the month during just my second month, nominated three times. Selected out of a group of twenty-six designers to join the management team to research and develop more efficient business processes for our consultation to completion workflow. Completed charts, flow-diagrams, user case-studies to coordinate the implementation of the new process in addition to serving as lead trainer to ensure all designers were comfortable and well-oriented with the new process before it launched.

Design Intern
MonsterCommerce | Belleville, Illinois | May 06 - September 06

Plan, develop and launch a successful online venture. Responsible for brand development, interface design, user studies and usability enhancements. Develop a twenty-five page investor's guide to accompany the business plan.

Graphic Designer, Production Supervisor
Signs Now, Inc. | Columbia, Missouri | May 02 - May 06

Turn client visions into effective brand identity and marketing tools through various traditional indoor and outdoor media methods. Train and supervise three production associates to ensure quality output on all finished media. Plan and execute large-scale on-site installation projects, keeping them within scope and budget. Operate and maintain small and large format ink jet/heat transfer printing and lamination equipment. Implement and provide quality-assurance for all pre-press color standards and equipment calibration methods.

Skills

Web Development

Dreamweaver CS3
Stellent Site Studio (advanced fragment development, custom layouts, contribution forms)
Stellent 'idoc' scripting
Cross-browser Web-standards css and (x/d)html development
Javascript, Ajax
E-commerce development
User requirements gathering
Prototyping

Graphic Design

Adobe Creative Suite (*advanced user* - 10+ years experience)
Advanced typography and layout skills
Marketing and business identity design consulting (Logo design, brochures, etc.)
3-D modeling and animation (3DS Max)
Interface design
Video editing

Project Planning & Presentation

Microsoft Office (Outlook, Word, PowerPoint, Excel - *advanced user*)
Microsoft Office (Visio, Access, Project - *intermediate user*)
Excellent written and verbal communication skills
Natural, experienced public speaker and presenter

Education

Bachelor of Science / Computer Information Systems
Columbia College - Columbia, Missouri | August 03 - December 06
Graduated Cum Laude with a 3.64 GPA. Achieved dean's list recognition five times.

Computer Graphics Technology
Purdue University - West Lafayette, Indiana | August 00 - August 02