

Aaron Lademann

{ innovator • designer • developer • leader } { 573.356.0456 • aaron@aaronlademann.com }

My objective is to provide innovative business solutions for a progressive company seeking creativity and leadership. More than seven years experience combining an eclectic range of design, development, marketing and analytical skills with proven leadership abilities that drive teams to have fun producing profitable results.

Experience

{ Director of Web Services, Creative Director }

Amp Technology • Saint Louis, Missouri • September 08 - Present

Recruit, develop and manage a diverse team of Web application developers, Web designers and marketing professionals. Foster a team environment that cultivates innovation by consistently pushing the envelope and empowering individuals to take chances without fear of failure. Generate and maintain excitement and intrigue in target markets using social media and effective e-commerce Web sites. Provide creative direction for company marketing campaigns to improve brand recognition worldwide. Align visual and verbal rhetoric across electronic and tangible media.

Accomplishments

- Reinvented the Fpweb.net brand with a total identity and Web site transformation.
- Increased online organic sales by over 400%.
- Improved Fpweb.net visitor traffic by over 63%.
- Coordinated responsible department growth.

{ Web Developer, Interface Designer }

Amp Technology • Saint Louis, Missouri • April 08 - September 08

Lead web interface designer for Fpweb.net, the flagship Web property of Amp Technology. Manage source control and drive quality control for a 300+ page dynamic Web site.

Accomplishments

- Awarded the company's highest honor, given for "going above and beyond".
- Promoted to department head after only five months.

{ Web Developer, Creative Director }

Sisters of Mercy Health System • Chesterfield, Missouri • April 07 - July 08

Plan, develop and manage all Web interaction and communication for one of the largest health systems in the United States. Provide expertise and guidance to top executives in identifying and implementing Web-based solutions in support of business needs.

Accomplishments

- Led an initiative to improve relations and encourage cooperative efforts between the corporate communications department and the Mercy Information Services Division.
- Developed a physician intranet site to facilitate interaction and communication between thousands of Mercy doctors, helping to increase adaptation of a new five-billion dollar EHR system.
- Developed and designed a new corporate branding strategy to align the visual treatments of all logos and symbols used throughout numerous umbrella corporations within the health system.

{ Web Developer }

MonsterCommerce • Belleville, Illinois • September 06 - May 07

{ Design Intern }

MonsterCommerce • Belleville, Illinois • May 06 - September 06

{ Graphic Designer, Production Supervisor }

Signs Now, Inc. • Columbia, Missouri • May 02 - May 06

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Proficiencies

{ Web Application Development & Interface Design }

- Microsoft Visual Studio 2008, Team Foundation Server, Adobe Dreamweaver { Expert Knowledge }
- jQuery, Traditional JavaScript, Ajax, XML, (x)HTML, CSS { Expert Knowledge }
- Oracle Stellent Site Studio, WebDav { Advanced Knowledge }
- SQL Server Management Studio, ASP, ASP.NET
- SharePoint Designer 2007, SharePoint Interface Development
- Human-computer interaction (UI/UX) analysis, Prototyping
- Requirements gathering, Business-process engineering, Workflow design

{ Graphic Design & Creative Direction }

- Adobe Creative Suite - Raster & Vector Methods { Expert Knowledge }
- Typography and layout optimization { Expert Knowledge }
- Microsoft Office template production for brand letterhead & presentations { Expert Knowledge }
- Business identity development, Art direction, Media production { Advanced Knowledge }

{ Information Systems Management & Communication }

- Google Analytics for advanced heuristic analysis and metric-driven decisions { Expert Knowledge }
- Microsoft Office Outlook, Word, PowerPoint, Excel { Expert Knowledge }
- Microsoft Office Visio, Access, Project { Expert Knowledge }
- Microsoft Exchange for team project tasks, work flows and management { Advanced Knowledge }
- Excellent written and verbal communication skills, relentless work-ethic
- Passionate about servant-leadership & helping my team grow as people and professionals
- Experienced public speaker and presenter

Education

{ Bachelor of Science / Computer Information Systems }

Columbia College - Columbia, Missouri | August 03 - December 06

- Minor in Business Administration, Specialty in Human-Computer Interaction
- 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

- Member of The Pi Kappa Alpha Fraternity

{ David H. Hickman High School }

Columbia, Missouri | 1996 - 2000

- Graduated Magna Cum Laude with a 3.89 GPA
- Member of National Honors Society
- Two year varsity letter-winner - Baseball