

# ALEXANDER FRANKLIN

<http://alexanderdesign.me>

4010 N. Brandywine Drive

Peoria, IL 61614

[alexandercreative@gmail.com](mailto:alexandercreative@gmail.com)

331-725-8451

## **Education:** Waubonsee Community College

Sugar Grove, IL

*Associate's Degree—Graphic Communication*

Dean's List Fall 2002 - Winter 2004, 2008

## **College for Creative Studies**

Detroit, MI

*Courseworks towards Bachelor's Degree of Industrial Design*

College for Creative Studies Excellence Scholarship

Dean's List Fall 2005

## **Highlights:** Fluent in HTML, CSS, and Javascript.

Experience with code frameworks and libraries.

Familiar with development life-cycles and User Acceptance Testing.

Proficiency with email marketing campaigns and mobile-first responsive design.

Excellent team player that promptly translates ideas into creative solutions.

## **Software Skills:** Adobe Creative Suite 6, Facebook and Google APIs, WAMP, Zend Studio, Zend Server, Zend Framework, Eclipse, working knowledge of PHP.

## **Experience:** Full-time Employment

### **Citizen's Equity First Credit Union (CEFCU)**

Peoria, IL

*Interactive Web Designer*

*May 2013 - Sept. 2013*

Performed updates on intranet and public-facing .com sites.

Used Adobe CS6 software and wrote code in PHP, Javascript, jQuery, CSS, and HTML within Zend framework.

Worked within team development environment, interfacing with programmers and analysts to develop intuitive and attractive interfaces.

Experienced fast-paced, multi-stage workflow incorporating User Acceptance Testing (UAT) requiring prioritization and minimal management.

Coded a web-first responsive sweepstakes microsite utilizing HTML5, Bootstrap front-end framework, and jQuery validation library within a Zend framework application.

Created several promotional pages in partnership with and in conformance to Visa branding guidelines.

Developed look and feel of promotional pages through leading meetings with Marketing Department.

Performed Site Analysis of CEFCU.com in areas of performance, visibility, accessibility, content, typography and layout.

Created interactive web tool that suggests products based on customer input.

Completed Zend Studio training course under the tutelage of Zend Evangelist Adam Culp.

## **Girl Scouts of Northern Illinois**

Elgin, IL

### ***Website/Internet Manager***

***Oct. 2009 - Nov. 2012***

Promoted upon merger of councils to Website Manager in October 2009  
Exercised proficiency in HTML, CSS, and Javascript in a WAMP environment  
Ensured optimal web visibility through SEO and community Chamber promotions  
Hand-coded e-newsletter templates weekly in addition to urgent messages and updates  
Recorded and edited council video, photography, and audio assets  
Administered and populated council YouTube page with video assets  
Installation and administration of Google Analytics and Webmaster Tools  
Assured browser compatibility among over 95% of user base  
Solely responsible for maintenance and yearly website redesign  
Provided mockups and user interface testing prior to site and page launches  
Administration of council Facebook, Twitter, and Wordpress blog profiles  
Worked with Director of Communications to develop branding strategy  
Developed marketing strategy through e-mail, podcast, text, and RSS campaigns  
Developed graphic and web materials using Adobe CS4

## **Fox Valley Girl Scouts Council**

Sugar Grove, IL

### ***Communications Specialist***

***May 2008 - Oct. 2009***

Redesigned council website using HTML and CSS  
Developed graphic materials and site mockups using Adobe CS4  
Utilized SEO and Webmaster Tools to enhance web visibility  
Tracked user patterns, traffic, and browser share using Google Analytics  
Ensured browser compatibility amongst all major browsers  
Promoted from internship to full-time position in October 2008

## **Mindwave Design**

Aurora, IL

### ***Intern, Web/Production Designer***

***June 2006 - March 2007***

Promoted from internship to full-time position December 2006

## **The Newsroom and Taste Lounge of Minneapolis, MN**

Developed website mockups and graphics using Adobe CS4, HTML and CSS  
Tested browser compatibility for several browsers  
Programmed site structure and managed files on remote server using FTP interface

## **Midwest Environmental Consulting**

Storyboard and mockup designs for company website using Adobe CS4  
Site structure and remote server programming using HTML and CSS  
Provided Search Engine Optimization  
Created animated graphics (GIFs) for website  
Created email accounts for management, linked to site

## **Urban Influence Magazine**

Programmed and updated website monthly using HTML and Dreamweaver CS4  
Created HTML forms for event registration  
Created online photo galleries for events using Javascript library

## **Freelance Graphic/Web Design and Development**

### **Baitmaker**

Yorkville, IL

### ***Website Designer/Developer***

***Jan. 2013 - April 2013***

Create custom javascript application module  
Photograph and optimize site products and graphics  
Provide page mockups to client utilizing Adobe CS4  
Design and develop site map and theme using HTML and CSS  
Tested site structure and functionality across all major browsers  
Implemented SEO techniques and Google Analytics for tracking and visibility  
Install and style e-commerce shopping cart

**Countyline Pub & Grill**

Sandwich, IL

**Website Design and Marketing***Feb. 2013 - March 2013*

Develop site mockups using Adobe Illustrator and Photoshop CS4

Design company logo using Adobe Illustrator CS4

Layout newspaper ads and menus using consistent brand management in InDesign CS4

**Johnny K's Hot Dogs**

Sandwich, IL

**Website Design and Marketing***Jan. 2012 - July 2012*

Provided site mockups utilizing Adobe CS4

Develop local business website using HTML, CSS, and Javascript

Tested site structure and functionality across all major browsers

Implemented SEO techniques and Google Analytics for tracking and visibility

Install Facebook API for limited client Content Management

Designed illustration for event promotion apparel

**JLG Brickpaving**

Somonauk, IL

**Website Design and Implementation***May 2011 - July 2011*

Provided site mockups utilizing Adobe CS4

Develop local business website using HTML, CSS, and Javascript

Tested site structure and functionality across all major browsers

Implemented SEO techniques and Google Analytics for tracking and visibility

**Yingling Landscaping**

Sandwich, IL

**Website Design and Implementation***April 2009 - June 2009*

Provided site mockups utilizing Adobe CS4

Develop local business website using HTML, CSS, and Javascript

Tested site structure and functionality across all major browsers

Implemented SEO techniques and Google Analytics for tracking and visibility

**Harry Otto Printing Company**

Elburn, IL

**Freelance Web Developer***Sep. 2008 - Nov. 2008*

Repair Active Server Page script to restore functionality to shopping cart

Post Christmas product online to dynamically generated shopping cart

Update outdated Flash video using Adobe Flash CS4

**Flyware**

Chicago, IL

**Illustrator***May 2008*

Developed logo for startup fishing apparel company in Illustrator and Photoshop CS4

Illustrate outdoor scene for use on apparel utilizing Illustrator and Photoshop CS4

**Reel Pro Video**

Batavia, IL

**Freelance Web Developer***Dec. 2007 - March 2008*

Provide site mockups to client created with Adobe CS4

Created sitemap and theme using HTML, CSS, and Javascript

Optimized site for Search Engine Optimization

Tested compatibility among major browsers

Installed Google Analytics and Webmaster Tools