AARON WEIDELE

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443.207.1468

SKILLS

Responsive web design

HTML,CSS/SASS

PHP

Javascript/JQuery

Wordpress

Shopify

MySQL

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, After Effects, Flash)

Web prototyping tools (Axure, Balsamic, HotGloo)

UX Design

Usability Testing

Motion Graphics

Experience with Google Analytics

EDUCATION

1995—2000
University of Maryland
Baltimore County /
B.A. Imaging and Digital Arts

WORK EXPERIENCE

**2014–Present Front-End Developer
DuClaw Brewing Company**

Worked with designers to develop microsites for festivals and special beer releases

Developed distributor order forms using PHP and MySQL

Migrated web store to Shopify, and set up Shopify POS for merchandise sales at festivals

**2010–2014 Interactive Designer,
North Charles Street Design Organization**

Design and development of interactive recruitment campaigns for higher education. Campaigns included an email series and landing site.

Build custom Wordpress themes for advancement campaign websites.

Motion graphics for digital signs

Awards:

Gold Award / New Media / Higher Education Marketing Report's 27th Annual Educational Advertising Awards

Silver Award / Website / Higher Education Marketing Report's 26th Annual Educational Advertising Awards

Silver Award / Video Viewbook / Higher Education Marketing Report's 26th Annual Educational Advertising Awards

**1999–2010 New Media Specialist,
University of Maryland Baltimore County**

Designed websites for university departments

Built custom Moveable Type themes for department blogs

Developed online Undergraduate Catalog

Developed online interactive campus map

Trained faculty and staff in content management using Adobe Contribute and MoveableType