

Software / Code / Web Skillset

PHP	Wordpress	Photoshop	Flash
ASP	Symfony 1 & 2	Illustrator	Word
Jquery	Bootstrap	InDesign	Excel
Javascript	Laravel	Dreamweaver	Powerpoint
html / html5	w3c Standards	Sublime Text	Sendgrid
CSS / CSS3	Gulp/Grunt	After Effects	Sass
Actionscript 3.0	Git	Premiere	Autodesk Maya

Education

2008 | Master of Science & Architecture | Emphasis in Electronic Visualization
Mississippi State University

2006 | Bachelor of Fine Arts | Emphasis in Graphic Design
Mississippi State University

Professional Work

June / 2014 – Present

University of Tennessee (UT) | Interactive Art Director

Web Work:

Designed and developed:
studentsuccess.utk.edu
parking.utk.edu
honors.utk.edu
utk.edu/maps

Using:

Language: PHP 5.4
 Jquery
 CSS3
 Git
 Gulp
 npm

Software: Photoshop, Illustrator, Sublime Text

Taught web team how to use Git in a version controlled team environment

Incorporated Git into the web team workflow

Researched and chose a Laravel framework for new utk.edu development

Began development of new utk.edu design in Laravel framework as a proof of concept

Added Typeahead to numerous applications on utk.edu

Updated Google Maps functionality on utk.edu

Created The Oracle, a centralized hub of info for the web team

Wrote documentation to support the web team using Git

Helped redesign and develop a new ut theme

Designed and developed some fancy .js scripts for accordions and tabs for direct linking (#hash links)

Designed and developed responsive tabs for the Wordpress ut-responsive theme

Developed a Typeahead search method for querying data by page title and content

Took over managing Provost and Haslam newsletters

Took over admin for Events calendar. Extensive research on the best way to manage the events calendar on relaunch.

Helped with Asset Bank, Digital Asset Management software, setup and organization

January / 2012 – Present

School of Visual Arts (SVA) | Multimedia Developer

Web Work:

Designed and developed www.sva.edu

Using:

Language: Built on a Symfony 1.4 framework (soon to be Symfony2 framework)

PHP 5.3 (soon to be 5.4)

Jquery

CSS2 & CSS3

Git for version control

Software: Photoshop, Illustrator, Sublime Text

Designed, developed and maintained ancillary sites for SVA:

vap.sva.edu/training - built on a Wordpress framework

ceblog.sva.edu - built on a Wordpress framework

blog.sva.edu - built on a Wordpress framework

insider.sva.edu - built on Wordpress framework

learning.sva.edu - built on Wordpress framework

strategicplan.sva.edu - built on a Wordpress framework

macp.sva.edu - built on Symfony 2 framework, using Bootstrap and Sass

Created a custom LDAP login system for CMS users

Designed & developed a Newsletter module for the SVA Communications to create, edit, and distribute the SVA monthly newsletter through the CMS and Sendgrid.

Created all videos and tutorials for vap.sva.edu/training to help users with the sva.edu CMS.

Designed and developed the Events page layout for sva.edu/events

Developed the videos gallery for sva.edu/videos

May / 2010 – January / 2012

Tri-State Surgical Supply | Senior Graphic Designer / Developer

Web Work:

Designed and developed www.sterexmedical.com

Using:

Language: PHP5: wrote all scripts for form validation, email submission and basic structuring.
Javascript: wrote animation functions for index, form styling, and thumbnail arrays in product page.

CSS2 & CSS3 for styling.

html5 for basic structuring.

Software: Photoshop, Illustrator, InDesign, Bridge, Dreamweaver, Flash

Responsible for all photography and photo editing on all products on www.sterexmedical.com

Redesigned front-end for www.tristatesurgical.com

Using:

Software: Photoshop, Illustrator, InDesign, Bridge, Dreamweaver

Developed SEO criteria for site, including meta keywords and description.

Using:

Language: PHP for developing specific keyword strings directed to specific products and their categories.

Created an Excel keyword database on all products to be used as a reference.

Using:

Software: Excel

Responsible for adding and updating all 20,000 products online.

Print Work:

Designed logos, brochures, flyers, and all packaging materials for print production following strict print regulations on spot and process printing on tubes, bottles and bags.

Using:

Software: Photoshop, Illustrator, InDesign, Bridge

August / 2008 – May / 2010

Mississippi State University | Adjunct Professor

Taught Introduction to Computing, Web Design, Multimedia using Flash, College ID, & Big Idea.

Using:

Language: HTML, PHP5, and Javascript: Taught basic and advanced web design classes, which covered the full range of design and development. Basic web design covered HTML language, structuring, and implementation of CSS. It also covered an introduction to Javascript and how to implement into HTML. Basic PHP was taught to help streamline development and make writing easier.

Flash, Actionscript 2.0, and Actionscript 3.0: Taught Multimedia using Flash which covered basic timeline animation techniques, basic Actionscript 2.0 and ultimately progressed to the industry standard of using Actionscript 3.0 for advanced applications.

Software: Photoshop, Illustrator, InDesign, Bridge, Dreamweaver, Flash

Developed two new Intro to Computing projects that are now taught at Keene State College & Louisiana Tech University.

August / 2009 – July / 2010

Mythacle | Senior Graphic Designer

Created all web & print graphics.

Conceptualized and created branding identity for Mythacle, including character development for themes, typography & logos.

Using:

Software: Photoshop, Illustrator, InDesign, Bridge, Dreamweaver, Flash, Autodesk Maya

April / 2008 – December / 2009

Cre8tive Warehouse | Owner and Senior Designer / Developer

Cofounded the Cre8tive Warehouse, a design studio/gallery for the Starkville / MSU community.

Maintained approximately 23 regional clients in web and print design.

Using:

Language: PHP5, Javascript, CSS2, HTML

Software: Photoshop, Illustrator, InDesign, Bridge, Dreamweaver, Flash, AfterEffects, Premier, Autodesk Maya

Managed all renting artists, providing materials and setting up exhibition dates.

Planned, organized & hosted approximately 25 shows throughout the year.

Senior Art Director for artist Holly Senter's installation exhibition "God in the Safe & Ford on the shelves".

Starkville Arts Council member.

Lead all pitch presentations to clients.

Using:

Software: Powerpoint

Managed all finances.

Using:

Software: Excel

December / 2006 – August / 2008

Design Research & Informatics Lab (DRIL) | Junior Graphic Designer / Developer

Worked with 4 national and 15 regional companies creating web and print design.

Using:

Language: PHP5, Javascript, CSS2, HTML

Software: Photoshop, Illustrator, InDesign, Bridge, Dreamweaver, Flash, AfterEffects, Premier, Autodesk Maya, Sketchbook Pro

Developed branding campaigns for 5 companies throughout the southeast.

Lead all pitch presentations to clients.

Using:

Software: Powerpoint

Instituted the "21 questions" approach to creating conceptual brand identity.

Created a new branding identity for the DRIL.

Participated in all graduate program jury reviews.

May / 2006 – August / 2006

Digital Impressions | Junior Graphic Designer

Developed collaterals for Variable Data Printing.

Received the highest response feedback to date on postcard designs.

Designed large format prints & multi-page (+500 pages) layouts.

Color matched litho prints for local furniture companies.

Using:

Software: Photoshop, Illustrator, InDesign, Bridge

Classes Taught at SVA

Having reviewed my experience with web development and the concepts of user interaction and interface design, SVA approached me to teach pharmaceutical marketing company, Sudler & Hennessey, the basics of web design from a user perspective. The class participants ranged from senior executives to junior frontend developers.

Fall 2013

UX/UI Fundamentals

The focus of the course was to inform S&H employees of current user practices in regards to mobile web design and development, as well as instruct on the current wireframing techniques using Adobe Photoshop. The course ended with a scripting course on how design and development come together to build a working site. The overall goal was to equip participants with the knowledge and ability to design mockups and wireframes for a working responsive website.

You can find the course outline at careyestesdesign.com/class

Classes taught at MSU

The Mississippi State University Graphic Design program has won awards across the nation and maintains scholastic integrity through a very thorough portfolio review process. The program was deemed the “Gem of the South” by *How* magazine in August of 2009. I have taught thirteen class sections, and five individual studies over the course of two years as a lecturer.

Spring 2010

College Identity

College Identity is offered by-invitation-only to the most prominent graphic design students in the program. The class allows students to interact with real clients as if it were a graphic design firm. Students are responsible for concept, design, positioning/marketing and layout. Students must show congruity in all aspects of the development process, and must deliver the appropriate collaterals at the end of the term, under the applied budget constraints.

What's the Big Idea

The emphasis of this class is seeing the “Big Picture” in product/service development, developing an identity for new idea, branding, marketing the company, service and the advertising, design of said idea. The students develop unique creative solutions to solve complex advertising problems and produce quality advertising campaigns. Students must develop skills for solving complete campaigns from product/service, audience and client positioning, marketing and creative strategies to thumbnails, layouts and super comps. There will be creative team interaction and individual brainstorming and detailed research.

Web Design

The class teaches how to create websites that comply to W3C standards. Basic HTML and tables are covered, but mainly focuses on pure CSS-based web layouts. It promotes the understanding and theory of the web, including domain, hosting, and FTP management. The class also covers basic Javascript and PHP language.

Introduction to Computing for Graphic Designers

The class is based on teaching the fundamentals of the Adobe Creative Suite. It covers basic to advanced techniques in Illustrator, Photoshop, and InDesign. The class requires a minimum sophomore level. The class is also responsible for preparing student portfolios for the Graphic Design review held every fall semester. This critical review determines if the students are allowed to pursue their degree in the Graphic

Design emphasis area. The class helps students gather and organize their portfolio to comply with submission rules, including photographing work properly, printing, and developing the outline and labels for the portfolio.

Fall 2009

Introduction to Computing for Graphic Designers

Web Design

Multimedia

The class teaches how to utilize Adobe Flash in a web environment. It covers animation techniques, Actionscript 3.0, and utilizing dynamic content to develop a strong web interface.

Summer 2009

Introduction to Computing for Graphic Designers

Individual study on developing a portfolio website for Fine Art majors

This class taught students how to create a portfolio website using very little code, but allowing the website to be easily maintained and updated. The class used very visually oriented methods such as Wordpress, but also explained ways of exporting using Photoshop and InDesign.

Spring 2009

Introduction to Computing for Graphic Designers

Co-taught Electronic Visualization graduate class with Brent Funderburk

The class was set up similar to a production studio pipeline for an animated film. The instructors played the role of producers that have final authority to invest in an animated full-length film. The students developed character and environmental conceptual art, as well as, story-boarded specific scenes with the goal to persuade the instructors the film was worth investment. The students were required to divvy up their work load to create a successful production stream and meet deadlines set by the instructors. The goal was to have students end the class with a conceptual portfolio that could be sent to animation studios.

Fall 2008

Introduction to Computing for Graphic Designers

Spring 2007

MSA graduate program class tutorials for Adobe Creative Suite

The tutorials covered the basics of Illustrator and Photoshop. This allowed the students to create the required work from the program, which concluded in using Illustrator to create three-dimensional designs using a laser cutter and 3D printer.

Teaching Accomplishments at MSU

Responsible for the final print production of the CAAD Invitations for the Fine Arts Annual faculty show.

Assisted with final print production of Peter Bain's submission for the Fine Arts Annual Faculty Show.

Created two assignments for Introduction to Computing for Graphic Designers that implemented an effective way to utilize Illustrator and Photoshop.

Student/Teacher Evaluation score: 4.7 of 5.0.

Exhibitions & Printed Media

- 2013 – 15 | AiOP advertisement printed in *Public Art Review* magazine
- 2014 | AiOP advertisement in *Ordinary Magazine* to promote the FREE festival
- 2014 | Featured in *insider.sva.edu* as a working artist
- 2013 | A working AiOP Sudoku puzzle to promote the NUMBER festival
- 2012 | AiOP page spread in *Forecast Magazine* for MODEL festival
- 2011 | *A Nasci Pinhole* by Holly Senter
- 2010 | *Bank Book*, a pop-up book by Maureen Connor
- 2009 | *The Everyman Designer* at Pratt Manhattan
- 2009 | Starkville Community Market Art Auction/Fund Raiser
- 2008 | Kill Your Superhero

Awards

- 2014 | Communicator Award for free.artinoddplaces.org
- 2013 | Webby honoree for sva.edu
- 2013 | Webby honoree for number.artinoddplaces.org
- 2009 | Heroes of the Community – Mississippi Columbus Dispatch
- 2008 | Video chosen as one of the top videos of the year by mtvbestvideoever.com
- 2007 | Won National Logo Competition for national publication “Logo Lounge Book v.4”
- 2006 | Won logo design competition for Design America Center.
- 2006 | Invited to participate in by-invitation-only College ID course at MSU.
- 2006 | Branding identity design chosen and produced by College of Architecture, Art, + Design

Public Service

February 2011 – Present

Joined the team of Art in Odd Places as their graphic and web designer/developer as a community service project.

Using:

Language: Wordpress, PHP5, Javascript, CSS3, HTML, Gulp / Grunt, npm

Software: Photoshop, Illustrator, Bridge, Sublime Text

April / 2008 – April 2010

Designed and maintained the Cre8tive Warehouse website.

Using:

Language: PHP5, Javascript, CSS3, HTML

Software: Photoshop, Illustrator, Bridge, Dreamweaver, Flash

Organizing and promoting all exhibition/installation receptions held at the warehouse through newspaper, TV, and radio.

Designing and printing of advertising collaterals for exhibitions and contests.

Using:

Software: Photoshop, Illustrator, Bridge, Dreamweaver, Flash

May 2009

Created pro-bono branding identity for humanitarian organization Green Starkville.

Using:

Software: Photoshop, Illustrator,

Assisted nationally recognized artist Brent Funderburk in developing an presentation for Walter Anderson entitled "Ecstasy – the Mystical Landscapes of Walter Anderson" which has been held at numerous schools across the Southeast.

Using:

Software: Powerpoint

Web Clients

artinoddplaces.org	built on a Wordpress custom theme
free.artinoddplaces.org	built on a Wordpress custom theme
number.artinoddplaces.org	built on a Wordpress custom responsive theme
brooklynbeans.com	built on a Wordpress custom theme (responsive site coming soon)
bellapbd.com	built on a Wordpress custom theme
cartney-hunthouse.com	built on a Wordpress custom theme
edwoodham.com	built on a Wordpress custom responsive theme
icrave.com	built on a Wordpress theme (responsive design coming soon)
prospecttea.com	built on a Wordpress custom theme
sterexmedical.com	built on a flat php/html structure
thesouthernsocialvenue.com	built on a Wordpress custom responsive theme
tworiversco.com	built on a Wordpress custom theme