Evan Yeadon

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Online Portfolio: **evanyeadon.com**

PROFILE: Knowledgeable designer/web developer seeking skill advancement in web computer programming through collaborative projects.

SKILL SETS

Website Design and Development:
JavaScript web apps, Drupal, WordPress, WooCommerce, visual design, site plans, responsive websites

Graphic Design:
brand identity, advertising, brochures, marketing collateral, social media graphics

TOOLS

Programming Languages/Technologies:
HTML, CSS, JavaScript, React, Node.js, jQuery, PHP, Git

Software:
Adobe Creative Suite (Acrobat, Illustrator, InDesign, Photoshop, Premiere), Google Workspace, Marketing Cloud, Microsoft Office (Excel, PowerPoint, Word, Teams), Visual Studio Code, Zoom. Mac and Windows.

PROFESSIONAL EXPERIENCE

University of Massachusetts Amherst • Department of Psychological and Brain Sciences
Communications Coordinator   *April 2017 - Present*

Content creator, telling stories of the inspiring people and research of UMass Amherst.

- Applied skills in interviewing, writing, web/graphic design, and photography to advance student recruitment, research visibility, student and alumni engagement, and fundraising.
- Implemented website organizational improvements, newsletter microsites, webpage layouts/views, and content updates using Drupal 7, HTML, and CSS.
- Contributed WordPress site building, support, and user training to students and faculty.
- Crafted effective graphic designs for web, email, print, and social media content, utilizing photo editing/retouching and vector illustration techniques.

Evan Yeadon Design • Northampton, MA
Web Designer/Developer, Graphic Designer   *2008 - 2011, April 2016 - 2017*

Provided concept, design, and production for WordPress websites, advertising, print collateral, and Flash animations. Clients included non-profits and small businesses.

- Built upon companies' brand identities by expanding their online presence and establishing new websites.
- Developed front-end web page designs, graphics, animations, and WooCommerce online stores.
- Instructed clients on the use of the WordPress administration interface.

Academic Web Pages • Northampton, MA
Project Manager, Web Designer/Developer (subcontractor)   *April 2016 - August 2016*

Directed the production of and built WordPress websites for the academic community, with clients including a university research lab and engineering journal.

- Generated site plans, color themes, and organization of WordPress-enabled features including widgets, plugins, and custom dynamic pages.
- Built graphics for site headers and prepared images for media galleries.

Midnightson Designs • Holyoke, MA
Web Development Internship   *November 2015 - February 2016*

Contributed to the redesign of WordPress websites for artists and small businesses, creating responsive page layouts, photo galleries, and Woocommerce stores.

- Collaborated with the client CyclePottery, enhancing their brand image by staging photo shoots and phasing in new colorful photography on their website.
- Improved functionality and fixed problem issues during construction of websites.

Communication Partners, Inc. • San Diego, CA
Graphic Designer   *May 2006 - February 2008*

Orchestrated the production of printed benefits communications for client human resources/benefits departments, insurance brokerages, and health management programs.

• Generated innovative communication solutions that built a consistent brand and developed camaraderie among clients' employees.

• Directed the work of three freelance graphic designers.

VOLUNTEERING

Western Massachusetts Climbers' Coalition (WMCC) • Hadley, MA
Web Developer/Administrator   *January 2017 - Present*

Created and supported current WordPress website for the WMCC, an organization centered around rock climbing access and environmental conservation.

• Produced WooCommerce online store and donation capabilities.

• Ensured website was running fast, secure, and up-to-date.

• Helped with biannual fundraisers by creating web landing pages and donation links.

• Posted content including news stories, action photos, and promos for community events.

Appalachian Mountain Club, Berkshire Chapter • Northampton, MA
Web Administrator   *April 2016 - 2018*

Managed the AMC Berkshire website using Drupal 7, troubleshooting any site issues, performing core updates and site backups.

• Built blogs (views), pages, and image galleries for individual activity groups of the chapter.

• Promoted various events and activities by producing graphics, posts, and email blasts.

• Set up email accounts and discussion lists for various groups.

EDUCATION

University of Massachusetts, Lowell • Certificate in Website Development
Massachusetts College of Art and Design, Boston • B.F.A. Industrial Design

UMass Amherst Computer Science Courses Completed:

COMPSCI 119: Introduction to Programming | Instructor: William Verts
Language: Python. Topics include data types, code structures, functions (up through lambda expressions and recursion), reasoning about and debugging existing code, implementation of custom libraries, selection of data structures, and the fundamentals of object-oriented programming.

COMPSCI 121: Introduction to Problem Solving With Computers | Instructor: Jaime Davila
Language: Java. This course teaches how real-world problems can be solved computationally using Java. Concepts include data types, expressions, objects, methods, top-down program design, program testing and debugging, interactive programs, conditionals, iteration, and arrays.

COMPSCI 187: Programming with Data Structures | Instructors: Gordon Anderson, Neena Thota
Language: Java. The course introduces and develops methods for designing and implementing abstract data types using Java. The main focus is on how to build and encapsulate data objects and their associated operations. Specific topics include linked structures, recursive structures and algorithms, binary trees, balanced trees, and hash tables.

COMPSCI 220: Programming Methodology | Instructor: Marius Minea
Language: JavaScript. Development of individual skills necessary for designing, implementing, testing and modifying larger programs, including: design strategies and patterns, using functional and object-oriented approaches, testing and program verification, code refactoring, and interfacing with libraries.