

# /\*PJlavallee\*/

full name: Patti Jo Lavallee  
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## April 2007 **ONE.ORG**

– Nov. 2012 Web/Graphic Designer | telecommute

- \* Produces high-visibility, user-friendly designs that reach an audience of up to 3 million members in a fast-paced environment.
- \* Responsible for design of microsites, landing pages, and graphics for new campaigns.
- \* Conducts QA testing on all webpages before they go live.
- \* Produces wireframes and proof of concept mock ups in short timeframes.
- \* Fields all major graphic requests for ONE.org website and ecommerce store.

## March 2005 **U.S. Department of State**

– April 2007 **contract with MBR Computer Consultants**

Web/Graphic Designer | Washington, DC

- \* Redesigned websites for Passport Services Intranet, ClassNet, and Bureau Emergency Action Plan with a focus on improved information architecture and usability.
- \* Formulated design strategy for joint initiative between DoS and Homeland Security.
- \* Awarded Domestic Operations (CA/CST/DO) 2006 “Unsung Hero” award for dedication to organization.
- \* Commissioned by several VIPs to work on other high visibility projects within the department.

## May 2004 **FierceMarkets**

– Sept. 2004 Webmaster | Washington, DC

- \* Webmaster and SEO Assistant for busy start-up company with nine online newsletter publications each with its own website.
- \* Made recommendations to improve usability and design of websites.
- \* Handled Web traffic reports, and maintenance work for 9 online publications.
- \* Increased traffic to websites by finding opportunities for online exposure and using search engine optimization tactics.

## Nov. 2001 **BlueWater Media**

– June 2003 Web Designer | Washington, DC

- \* Began as intern and promoted with increasing responsibility to oversee all Web design from concept to completion.
- \* Designed and built over 30 websites for local small businesses in a wide range of industries.
- \* Worked closely with clients to assess needs, develop marketing strategy and designs.
- \* Handled creation and distribution of e-newsletters to thousands of readers.
- \* Managed medium/large-scale websites for clients such as the Embassy of Taiwan, China Watch, and the Georgetownner.

## **Computer Skills**

HTML/CSS  
Photoshop  
InDesign  
Illustrator  
Dreamweaver  
Flash  
FTP/SVN  
Wordpress  
Mass email distribution  
Word  
Powerpoint  
Excel  
Acrobat Professional

## **Education**

Amherst College  
Bachelor of Arts in Psychology  
Sept. 1997 – May 2001

Art Institute of Washington  
Certificate in Web & Multimedia  
Sept. 2001 – Sept. 2002

## **References**

Available upon request.