Lori Gibbons

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🌐 https://lorigibbons.github.io/mydesign/

in linkedin.com/in/lorigibbons

EDUCATION

WEB DESIGN & ONLINE COMMUNICATION
Master's of Arts in Mass Communication
The University of Florida

STUDIO ART
Bachelor's of Fine Arts
The University of Georgia
December 2005

SPANISH
Bachelor's of Arts
The University of Georgia
December 2004

EXPERIENCE

WEB DEVELOPER
The University of Florida
Center for Online Innovation and Production

Mar ▼ — ▼ Today

- Design, develop, and manage the web presence for the Center for Online Innovation and Production and the office of Teaching and Technology, and support web initiatives within Teaching and Technology units using HTML/CSS, Javascript, PHP/Wordpress and Terminal 4
- Ensure supported websites are accessible and meet the needs of the primary audience and stakeholders
- Create departmental brand identities for web and social media outlets. Build mockups, style guides, sitemaps, wireframes and create/project manage multimedia including photographs, video, wordmarks, etc.
- Work with stakeholders to integrate web-based applications into Canvas courses, ensuring applications function as intended and are accessible.
- Recognized a need for a web collaborative group within Teaching and Technology and developed Designers and Online Creatives at UF (DOC@UF), a community who shares and learns technical web and digital design skills relevant to UF.

WEB DESIGNER
The University of Florida
Office of Distance Learning

Feb '18 ▼ — ▼ Today

- Analyze, research, plan, design, develop, manage, and maintain websites, forms, email templates, and landing pages in WordPress, Terminal4, and Pardot for Distance Learning, Flexible Learning, Professional Development, Conferences, UF TREEO, and other programs supported by Distance Education Service Center.
- Create mockups, style guides, sitemaps, wireframes, execute research, identify third-party plugins, perform image/icon gathering/capturing and manipulation staying within UF branding guidelines. Ensure all digital designs are responsive.
- Coordinate the development of digital media and creatives for advertising and other DCE-related projects. Assists in the delivery for various marketing materials, press releases, articles and stories on programs supported by Distance & Continuing Education.
- Maintain and develop skills required to keep ahead of web design and development industry standards and practices. Proactively attend conferences and professional development courses to stay abreast of industry trends and techniques.

EXPERIENCE

IT PROFESSIONAL ASSISTANT
The University of Georgia
Franklin College of Arts & Sciences

Oct '16 — Feb '18

- Provided assistant-level support for desktop and laptop computers (Windows, Mac), computer labs, and technology-enhanced classrooms including security, networking, peripherals, hardware, and software in accordance with standard service levels; provide support for unit specific software.
- Developed and deployed desktop computer images, manage equipment life cycle and facilitate OS provisioning utilizing LANDesk.
- Provided front-line support for technology-enhanced classrooms, computer labs, and videoconferencing; utilize ticketing system, email, phones, and team collaboration tools to manage time and track requests.
- HDI Support Center Analyst Certification obtained March 2017; selected for EITS Mentorship/Protégé program Spring 2017.

GRAPHIC DESIGNER
The Red & Black

May '04 — Aug '04

- Designed, developed, and executed print advertisements for dozens of local companies using programs such as Adobe Photoshop, Illustrator, QuarkXPress.
- Evaluated prior client's designs to compliment company's aesthetic in new advertisement; reviewed competitor publications to keep up with trends and to create innovative artwork.
- Ensured correct layout of final newspaper draft, copy-edited, and reviewed print specifications before final print.

SKILLS & ACHIEVEMENTS

★ ★ ★ ★ Photoshop
★ ★ ★ ★ ★ Illustrator
★ ★ ★ ★ ★ InDesign
★ ★ ★ ★ HTML5
★ ★ ★ ★ CSS3
★ ★ JavaScript
★ ★ PHP

Hard-working self-starter with theoretical and applied knowledge of diverse visual communication and online marketing campaigns. Organized team player with strong work ethic taking initiative to offer creative solutions to difficult challenges.

Communications campaign and fully-coded website recognized on UFL's Web Design and Online Communications Student Showcase site.

Winner of logo design contest for Welcoming Gainesville & Alachua County

Designed graphics for winner of for Ola I kai Wai, Water is Life design challenge