

Michael Brown

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Employment History

08/2015 - Present ○ **Freelance Designer: UI / Web Design**

05/2012 - 07/2015 ○ **Capitol Area Youth Soccer Association : Administrator**

- ① Capitalized on the opportunity to direct daily CAYSA.org website operations, including promoting goal-driven tournament and event planning initiatives to maximize success.

Coordinated efforts within the non-profit organization to meet competing deadlines and multiple priorities.

Liaised among a complex and socially diverse group of volunteers.

08/2010 - 01/2012 ○ **MGP Systems DBA EMarine Inc: eCommerce Webmaster**

- ① Strategically steered design, implementation, and maintenance of a local company's online "storefront" that included product inventory listings and cart options.

Integrated essential SEO standards and Google AdWords and Google Analytics to the website to gauge results. Consistently developed new content, facilitated effective print advertising, and promoted the business via use of Photoshop for brochures and signage.

Demonstrated fluency in osCommerce and Interspire's Shopping Cart. Creation of HTML email to boost the bottom line.

01/2002 - 04/2010 ○ **Funxion Media : Webmaster / Media Developer**

- ① Analyzed client needs to facilitate results-generating web design and maintenance using rapid prototyping and wire framing techniques.

Project-managed initiatives with strategic attention to lifecycle and scope.

Designed cross browser / cross platform-compatible pages with the assistance of Photoshop and Dreamweaver.

Drove business growth by proactively networking to locate new clients with the development of innovative logo and graphics, as well as handling office operations and administrative tasks.

Created multimedia experiences both audio and visual for a multitude of uses.

11/1999 - 11/2001 ○ **Liquid Audio: UI / Web Designer**

- Managed high-volume workflow and planned tasks to meet critical deadlines.

Cut page templates from Photoshop mockups, and designed innovative pages and collateral materials per corporate style guides.

Created dynamically generated pages using talents in JSP and ASP. Used DHTML cross platform / browser to meet goals, as well as exhibiting skill with platform / browser rendering issues. Troubleshoot and debugged pages.

Developed weekly email newsletters.

Helped design and implement the interface for the company's audio player and rebrand it for multiple clients.

Education History

08/2015 ○ **The Iron Yard: Certification/UI / UX Design**

- Studied design foundations particularly in the fields of typography, color theory and user experience.

Utilized jQuery to facilitate building responsive websites and application interfaces quickly.

Leveraged CSS preprocessors and code frameworks including Sass, Bourbon/Neat, and Bootstrap.

Learned the proper use of media queries to build responsive designs that are fully functional across the multitude of screen sizes that are present in today's digital world.

Worked as a team of nine in an Agile environment utilizing wire framing techniques, rapid prototyping and defense of design choices.

Became familiar with version controlling particularly in the github environment using command line in osX.

Projects

05/2015 - Present ○ **Portfolio: Designer**

- <http://michaelbrownsf.github.io>

Additional Info

Portfolio can be found at <http://michaelbrownsf.github.io>.