

Peter Arthur

web designer • front-end developer



Contact

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🏠 117 Heyward Ln.
Dothan, AL 36303

I'm willing to relocate!

Education

Cedarville University
Cedarville, OH
2007-2011

B.A. in Technical and
Professional Communication

Minor in Graphic Design

Technical Skills

HTML, CSS

Photoshop

Illustrator

InDesign

WordPress

JavaScript

SEO

PHP/MySQL

Fluent in Portuguese

References available upon request.

Work Experience

Director of Marketing & Communications

Houston Academy / Dothan, AL 2016-2017

Role: Web Designer and Administrator

- » Redesigned and distributed weekly a HTML Email newsletter
- » Built a WordPress website with custom branding, content, theming, and behavior (see www.houstonacademy.com)

Managed hosting, domain, WordPress installation and plugins. Created a child theme with completely custom design. Tested for performance, SEO, and cross-browser accessibility. Set up conditional form routing with HTML email delivery and tracking.

Gathered and edited all content and graphics. Designed content flow responsively to be effective and engaging on all screen sizes.



Role: Marketing Designer

- » Redesigned the school logo with school colors and a clear, distinctive look.
- » Designed documents, forms, advertisements, tickets, programs, posters, apparel, and other print and digital materials for marketing the school. Photographed school events and activities. Posted news stories to the website and Facebook page regularly.

Senior Graphic Designer

Angeltrax / Dothan, AL 2014-2016

Role: Application Designer and Front-End Developer

- » Planned, designed, and built a Driver Behavior dashboard for the MotoTrax online surveillance manager product.

Planned for a simple, yet powerful site structure with all original HTML/CSS/ Javascript, linked to real-time data with Ajax and PHP/SQL requests.

Applied interactive charts, graphs, tabs, menus, tooltips, and reports, leveraging JQuery and a Javascript graphing library, Flot.

Tested site structure with real user clickthroughs to maximize usability / UX.

Wrote and designed a brochure and webpage to promote the unique features of the completed dashboard.

Role: Web Designer and Administrator

- » Redesigned and rebuilt www.angeltrax.com and www.vizucop.com.

Planned site structure and created original HTML/CSS layouts with custom graphics and content.

Set up a secure PHP login area for restricted access pages, and a complex conditional Javascript/PHP contact form for more direct inquiries.

Role: Technical Writer and Designer

- » Photographed and retouched product photos for ads and technical documents.
- » Wrote and designed quick guides, product manuals, and specifications for software and camera systems. Designed PowerPoint presentations and brochures.