



Seth Epstein

Web Designer / Graphic Designer

EMAIL : seth.a.epstein@gmail.com

PHONE : 404-550-4345

PORTFOLIO : www.CaptureArt.me



Experience

Recent Freelance Work

Email Marketing and Website Support - AmTrav - Chicago, IL - www.amtrav.com

HTML build of three separate email campaigns highlighting new features targeted at Admin's, Subscriber's, and Everyone. Validated the design via www.litmus.com and optimized the final product for the target MS Outlook audience.

Link: <http://captureart.me/amtrav1.html>

Link: <http://captureart.me/amtrav2.html>

Link: <http://captureart.me/amtrav3.html>

Created two additional pages in the primary navigation. The purpose was to convey friendliness and promote customer trust, while retaining the existing site architecture and CSS styling.

Link: <http://www.amtrav.com/our-story.htm>

Link: <http://www.amtrav.com/our-team.htm>

Web Design and Development - Kicking Up The Past - Chicago, IL - www.kickingupthepast.com

Built the website from scratch, the back-end operates on the Ruby on Rails framework. The goal of this project was to create a supplemental site to a kickstarter project. We ran a very aggressive social media campaign, additionally to foster viral growth we built a back-end that encourages users to refer people to register on our website, thus boosting their current kickstarter rewards.

Link: www.kickingupthepast.com

April 2013 - July 2013

UX / UI Intern - SpringCM - Chicago, IL - www.springcm.com

Wireframed templates to standardize the layout of email campaigns associated with the Free Trial Process:

Link: <http://captureart.me/img/SpringCM-Email-Standards.jpg>

Designed pages in Drupal explaining new release features, and created infographic animations using Adobe Edge

Link: <http://www.springcm.com/sync-rocks>

Redesigned layout for the Marketing Department's blog page which emphasised social media sharing

Link: <http://www.springcm.com/about/buzz/blog>

Created icons for use within the UI that embodied the increasing trend toward Flat UI Design

Link: http://captureart.me/img/Flat_UI.jpg

September 2005 - October 2012

Art Director - PinDotMedia - Atlanta, GA - www.pindotmedia.com

Notable Clients : Midas, RE/MAX, Champion, Kroger, & StorageMart,

Responsible for the creation and oversight of print and interactive design for 35 clients advertising in markets throughout the United States and Canada.

Education

October 2012 - March 2013

The Starter League - Chicago, IL - www.starterleague.com

Advanced HTML & CSS Detailed Positioning • Complex Selectors • Responsive Web Design • Preprocessors (HAML & SASS) jQuery, Javascript, AJAX • CSS3 Transforms / Transitions / Animations

User Experience Design Usability testing • Wireframes • Style tiles • Heuristic reviews • Personas • Site maps Interaction design and information architecture

Web Development Ruby on Rails Web Application Framework • Domain Modeling • Consuming and Producing APIs Agile Software Development • HTTP and RESTful Design

September 2000 - May 2004

Emory University - Atlanta, GA - www.emory.edu

Bachelor of Arts, 2004, Psychology

Primary Focus : Consumer Psychology, Behavioral Economics, and Neuromarketing.

Proficiency

Front End Languages

HTML & CSS / CSS3, Drupal, jQuery / Javascript, HAML / SASS

Back End Languages

Ruby On Rails, AJAX, OSX Terminal / GitHub Deployment

Graphic Design Platforms

Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Edge Animate, Adobe Flash