

**Adam Caouette**  
**Web Designer/Developer**  
Résumé

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740-852-1477  
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**Experienced web professional who loves improving visual design and UI.**

- Equally creative and technical; creates clean, user-friendly designs with technical understanding
- Skilled at analyzing existing designs to identify areas of improvement
- Understands how to mash up branded design, best user experience and quality code for better communication and marketing results

**AREAS OF EXPERTISE**

- Web design / web development
- Brand marketing
- Ecommerce merchandising and marketing
- User experience and usability
- Email design and marketing
- Content management

**TECHNICAL PROFICIENCIES**

- Adobe Creative Suite (especially Photoshop, Illustrator, InDesign, Flash, Dreamweaver, Acrobat), QuarkXPress, PowerPoint, Visio, Balsamiq, HTML, CSS, AJAX, Javascript, jQuery, MovableType, WordPress, Drupal, PHP, JSP
- Web testing and browser compatibility
- Experienced in both Macintosh and Windows environments

**EXPERIENCE**

*Medco Health Solutions, Inc., Dublin, OH, 2011-present*

**Conceptual Prototyper/Consultant**

- Created and coded wireframes and working prototypes.
- Analyzed project requirements and vendor product capabilities.
- Assisted writing and refining user stories.

*The Columbus Dispatch, Columbus, OH, 2010-2011*

**User Interface Developer/Consultant**

- Assisted in planning and implementing development strategy and standards for large-scale multi-site migration to new CMS platform.
- Tested and refined content and data migration procedures with IT.
- Developed front-end interfaces for multiple sites using HTML, CSS, JSP, Javascript and jQuery.
- Created style guides for existing web brands.

*Highlights for Children, Columbus, OH, 2009-2010*

**Manager of Web/Interactive Services**

- Completely redesigned Highlights.com (UI, navigation, ecommerce experience) as part of company rebranding effort. Helped improve the overall site conversion rate by almost 1 percent year over year.
- Led ecommerce team to create new code and migrate content to a combination of two new web site platforms (content and ecommerce) leading to a successful site launch - on time and on budget.
- Managed and creatively directed email marketing program to generate solid online revenue, closing in on seven figures.
- Gathered competitive intelligence and performed multivariate and A/B tests together with ecommerce analyst resulting in improved usability and macro/micro goal conversions.

(continued)



*Highlights for Children, Columbus, OH, 2005-2009*

**Web Designer**

- Created all internet marketing creative for Highlights which contributed to a 51% increase of revenue year over year in 2006 and the most successful year so far in Highlights.com's history.
- Conceptualized, created and coded new designs for three additional Highlights web sites consistent with the Highlights for Children brand.
- Developed creative and wrote/copy-edited multiple affiliate marketing and email promotions.

*Caouette Design, London, OH, 2001-present*

**Owner / Freelance Designer**

- Performed roles of graphic designer, web developer, multimedia producer, programmer and information architect.
- Completed various print and web-based projects for clients on time and to their satisfaction.

*Scott Foresman, Glenview, IL, 2000-2001*

**Web Designer**

- Designed and produced company and product web sites as well as web graphics, animation, and Quicktime content.
- Managed and updated content for several sites (including a 500+ page web site).
- Planned information architecture and acted as technical advisor.

*Ellens & Associates Advertising, Burr Ridge, IL, 1997-2000*

**Designer / Web Developer**

- Designed and produced web sites, facilitating all development stages from initial concept and domain name setup to final upload.
- Designed print material including brochures, magazines, ads, logos and technical illustrations.
- Personally maintained a trustworthy rapport with clients, satisfying or exceeding their expectations.

**EDUCATION**.....

Wheaton College - Wheaton, IL  
Bachelor of Art Degree in Studio Art

**PORTFOLIO**.....

For portfolio samples visit <http://www.studioadam.com>.

