

BRIAN COLEMAN

1483 GREENMOUNT AVE
PITTSBURGH, PA 15216

Graphic Design// Web Design//Web Development//Multimedia//Social Media//Photography

412-915-8432
brc23@me.com

PROFESSIONAL EXPERIENCE

NeighborWorks of Western Pennsylvania

Marketing and Communication Manager

2012 – Present

- Crafted internet site, developed and maintained content, including video/podcast content.
- Created various marketing materials to be used across various media platforms, developed creative concepts for consideration.
- Worked closely with CFO and CEO to develop new campaigns.
- Author training manuals and procedural documentation for staff
- Managed current social media tools
- Managed the corporate website, search engine marketing and search engine optimization programs

Bravo Strategies, Inc.

Specialist, Design & Digital Media Group

2009 – Present

- Created Graphic Mockups, and design specs.
- Designed wireframes and site maps.
- Site audits.

Carnegie Mellon University

2005 – 2012

Web Developer: *Carnegie Institute of Technology (2007-2012)*

Freelance Web Designer: *Marketing & Communications (2006-2007)*

Freelance Graphic Designer: *Marketing & Communications (2005-2006)*

- Updated and maintained website information for the Biomedical Engineering Department
- Provide training/ and reference documentation for staff and faculty.
- Coordinate and schedule the Technical Opportunities Conference, with the Society of Women Engineers.
- Update and maintain the Technical Opportunities Conference (TOC) website.
- Technical Support for accounts
- Worked with billing and finance of the TOC accounts.
- Desktop support.
- Managed graduate review database and web site for the Graduate Coordinator and Faculty.
- Acted as Server maintenance and support for the department Graduate Review web site.
- Created Biomedical Engineering department posters and marketing documents.
- Worked with Project Manager to update Commencement 2006 website.

University of Pittsburgh Learning Research and Development Center (LRDC)

Graphic Designer/ Web Designer

2005

- Worked with senior researcher to design online user experience, and update UPCLOSE project pages.
- Investigated and selected appropriate photography and illustration.
- Evaluated visual human interfaces utilizing user-centered design principles.
- Selected and used appropriate colors and refined type according to UPCLOSE identity standards.
- Determined size and arrangement of illustrative material and copy, selected style and size of type, and arranged layout based upon available space, knowledge of layout principles, and aesthetic design concepts.

Xycom Technology Group

Graphic Designer/ Web Designer

2004

- Designated as head office designer, managed multiple design projects.
- Worked with client business owners, marketing and developers to set standards.
- Responded to all content related problems from internal and external customers.
- Defined and refining web strategy, standards, graphic design, screen layouts, navigation features, and functional design.
- Implemented websites using authoring and scripting languages, content creation, management tools, and digital media.
- Tracking leads/hits generated through website. Developed charts, reports, and graphs to illustrate them.
- Review website content for relevance, identifying and updating out-of-date content; performing quality checks to eliminate typos, broken links, functionality errors, etc.

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Heinz Pittsburgh Regional History Center

Graphic Designer

2003

- Maintained and updated website information.
- Created new and maintained existing exhibition materials.
- Designed and produced exhibit materials in vinyl.
- Created and designed promotional displays and signage.
- Coordinated assignments with staff.
- Assisted the Art Director in designs for new exhibit space including floor plans, layout, interior colors, and matching graphic artwork.

LANGUAGES

HTML5, MySQL, PHP, JavaScript, ASP and ASP.net, Java
Elementary French
Elementary German

STUDENT LEADERSHIP

College of General Studies Student Government

CGS Student Government President (2012-2013)

CGS Student Council Voting Member (2011-2012)

- Organized and planned homecoming
- Redeveloped www.cgssg.pitt.edu website
- Created marking and advertising materials
- Authored articles for the First Degree Newsletter
- Email CGS SG announcements to student roster
- Managed and updated Google Event Calendar
- Guest Speaker for Study Abroad Photo Exhibit; donated Photography to CGS student lounge.
- Planned and hosted CGS Student Government appreciation dinner for University of Pittsburgh Trustee, Jim McCarl

Student Representative on the Board of Trustees Student Affairs Committee (2012-2013)

Student Representative on the Senate Council (2012-2013)

Student Representative on the Chancellor's Distinguished Teaching Award committee (2012-2013)

Alpha Sigma Lambda Honour Fraternity, Vice President (2010-2013)

Golden Key International Honours Society, Member (2011-2013)

EDUCATION

University of Pittsburgh

Bachelor of Science

Expected Date August 2013

Major: Psychology

Minor: Studio Arts

University of Pittsburgh

Bachelor of Arts

2012

Major: Media and Professional Communication

Certificate: Nonprofit Management

Art Institute of Pittsburgh

Associate of Science

2003

Graphic Design

Art Institute of Pittsburgh

Associate of Science

2002

Multimedia and Web Page Design