
Highlights of Qualifications

- Excellent design and technical skills providing highly professional and functional user-interface for electronic and print materials
- Extensive software/hardware knowledge across multiple platforms and vehicles including installation, testing, customer training
- Diverse marketing, communication, advertising and creative problem solving skills
- Broad range of project management and supervisory skills based on high level corporate experience
- Academic teaching experience in digital imaging, graphic design and fine arts at the University level

Projects:
design4technology

Diaz Tools

2008

<http://www.diaztools.com>

- Logo design for integration into website, trade show materials, hats, t-shirts, and blade stamp
- Design, architecture, implementation of web site for a custom knifemaker
- Design and production of trade show banners

Your Administrative Solutions

2008

<http://www.youradministrativesolutions.com>

- New logo design for a variety of media for a virtual administrative assistant
- Web site redesign for better navigation and emphasis
- Design and produce postcards and other marketing materials for a united look and feel

Organize It with Martha

2008

<http://www.organizewithmartha.com>

- Web site overhaul - complete redesign to update look and feel and provide better navigation
- Educated client to update her own site in Dreamweaver

100 Acre Wood Farm

2007

<http://www.100acrewoodfarm.com>

- Logo design and website for an equestrian facility

D-D Sport Horse Ranch

2006-
present

<http://www.d-dsporthorseranch.com>

- Design, architecture, construction, implementation, and project management of web site for a local horse breeding facility
- Design and placement of advertising in magazines

Lynne Alyson Photography

2006

<http://www.lynnealyson.com>

- Design, architecture, construction, implementation, and project management of web site for a professional photography in Connecticut
 - Worked closely with client to develop a web site reflecting her aesthetic and personality
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IPS Physician Services2006-
present<http://www.ipsphysicianservices.com>

- Design, architecture, construction, implementation, and project management of web site for a Medical Billing Service & Practice Management Consulting
 - Designed and produced all marketing and print materials, manage direct mail campaign, design and produce trade show materials
 - Perform maintenance and updates
 - Marketing strategic development
 - Design and manage advertising and marketing programs
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IPS Limited Industrial and Specialty Tapes2006-
present<http://www.ipslimited.com>

- Design, architecture, construction, implementation, and project management of web site for an industrial and specialty tape wholesaler
 - Includes plans and strategies for a database backend to manage product details and search engine optimization
 - Perform maintenance and updates
 - Marketing strategic development
 - Design and manage advertising and marketing programs
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Columbia Basin Hospital2006-
present<http://www.columbiabasinhospital.org>

- Design, architecture, construction, implementation, project management and maintenance of web site for a full-service hospital (expected launch by Aug 1, 2006)
 - Technical consulting for document management and Phase II of web site including addition of password protected intranet for employees
 - Perform maintenance and updates
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Stanton Farms2006-
present<http://www.stantonfarm.com>

- Design, architecture, construction, implementation, project management and maintenance of web site for a local equestrian farm
 - Advertising design and production
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Randle Equestrian Web Site2006-
present<http://www.randleequestrian.com>

- Design, architecture, implementation of web site for equestrian professional Deeda Randle
- Site was designed to be easy for a web novice to maintain, included over the phone support and on site training
- Created all assets including most of the digital photography

<http://www.eurekasw.com>

- Responsible for all marketing and corporate communications development and design
- Design, develop and maintain several web sites including intranet and extranet sites
- Design and develop corporate identity across all media from electronic to print
- Responsible for all graphic, web and interface design for clients and the company
- Perform testing and quality control on products
- Provide training for clients across a variety of platforms and software from web development to electronic publishing
- Design and write customized training manuals and software user guides
- Vendor collaboration and management
- Trade show development and installation

Projects:
eureka software

Toledo Bend Joint Operation

2008

Under development - see attached work samples

- Extensive set of public and private websites and portals in support of an hydroelectric relicensing process
- Designed all graphics and logos for and built web pages and portals in html and in SharePoint sites

Cabin Creek Hydroelectric Project

2007

<http://www.cabincreekhydro.com>

- Designed and built html frontend home web page
- Designed and built inside pages which are part of a SharePoint content management system

Douglas County PUD Wells Project Relicensing

2004

<http://relicensing.douglasrud.org/>

- Design, architecture, construction, implementation, and project management of web site to manage the Wells Project Relicensing process
- Extensive client contact including training for web site maintenance

Tacoma-Ames Project Relicensing Web Site

2004

<http://www.tacoma-ames.com>

- Design, architecture, and implementation of web site to manage the Tacoma-Ames Project (FERC#400) relicensing process (in process)
- Extensive client contact to collect assets and assess the needs of the web site in relation to the project

Tacoma Power Company

2004

<http://www.ci.tacoma.wa.us/power/parksandpower>

- Redesign of Parks, Power and Natural Resources web site including compliance components for Cowlitz River Project (FERC#2016) and Nisqually River Project (in process)
- Required extensive contact with clients to assess current web structure, collect assets, determine needs of new structure
- Successfully implemented a web site with improved navigation and user interface resulting in an easier to access format for users

Sacramento Municipal Utility District

2000-2005

<http://hydrorelicensing.smud.org>

Upper American River Project FERC#2101

- Designed and implemented complete relicensing web site solution to manage the relicensing for the Upper American River Project (FERC#2101)
- Developed and designed SharePoint Services Document Intranet Portal for UARP relicensing process
- Developed, designed and delivered customized training program and materials to support use of the web site and concurrent installation of SharePoint document management system
- Developed, designed, and implemented process to digitize 10,000 pages of relicensing archives resulting in the UARP Relicensing Library which includes easy access to 50 years of relicensing and correspondence documents relating to the development of the project
- Provides personal consultation for technical issues and electronic publishing strategies

Cosumnes Power Plant

- Designed and implemented web site for the development and licensing of the Cosumnes Power Plant
- Developed and delivered training program and materials to support use of the web site and concurrent installation of SharePoint document management system
- Designed packaging and user interface for an interactive CD ROM containing the Application for Certification necessary for the license

Compliance Tracker 2003 Software

2004-2005

- Designed and developed user interface for compliance tracking software for the hydroelectric industry
- Designed and produced marketing and advertising strategies as well as all packaging including logos, CD labels, advertising
- Designed, wrote and produced software user manual and all associated materials including online help and subweb for product sales and support
- Assisted in development of the backend database structure
- Participated in QC and testing procedures

Public Utility District No.2 of Grant County, Washington

2003-2005

- Managed printing and production of 40 volume final license application including all production scheduling, vendor identification and bidding, vendor liaison and submission of all materials for production
- Designed user-interface and managed production of interactive CD version of

- the final license application resulting in a highly successful license submission that was approved by the FERC in 10 days
- Production and preparation of files for print and CD

Avista Corporation Spokane River Project Web Site
Designed and integrated relicensing web site into existing corporate structure

2003

Chelan County PUD
Updated interactive kiosk for Rocky Reach Project visitor center

Art of the Palouse
Designed interface and architecture for an e-commerce site offering fine art prints

CESU (Cooperative Ecosystem Studies Units)
Redesigned interface and continue to maintain web site

Lewis-Clark State College
Designed interface and packaging for interactive CD ROM catalog

Professional Experience

design4technology 2005-present
Owner web design, graphic design, and marketing consulting firm

Eureka Software, Inc. 2000-2005
Vice President Communications and Marketing 2000-2005
Creative Director and Lead Designer

Blue Cross & Blue Shield of Connecticut, North Haven, CT 1988-1995
Creative Services Coordinator 1991-1995
Senior Graphics Technician 1989-1991
Graphics Production Assistant 1988-1989

University of Illinois-Springfield, Springfield, IL 1998-2001
Assistant Professor, tenure-track, Visual Arts Program
Courses: Graphics Design I-III, Online Art History, Printmaking I-III

Washington State University, Pullman, WA 2000-2001
Adjunct Professor, Fine Arts
Courses: Digital Imaging I & II

University of Idaho, Moscow, ID 1995-2000
Teaching Assistant, Instructor, Adjunct Professor, Art Department
Courses: Graphic Design 1 & II, Printmaking 1 & II, Senior Studio Advisor, BFA Thesis Advisor

**Grande Prairie Community College, Alberta, Canada,
Summer 1997, 1998**
Workshop Facilitator for Canadian School for Non-Toxic Printmaking

University of Idaho, Moscow, ID, summer 1996, 1997
Graphic Designer, Printing & Design Services

Advanced user, designer, and programmer in the following software:

Software

- Photoshop CS3
- InDesign CS3
- Illustrator CS3
- Pagemaker
- Acrobat 8
- Freehand
- Dreamweaver CS3
- Microsoft Office Suite
- Microsoft SharePoint Technologies and Content Management 2001, 2003, 2007
- Microsoft OfficeLive
- HTML, CSS, DHTML, XHTML, Javascript, ASP, PHP
- Homesite
- TopStyle CSS
- MS Frontpage 2004
- ZenCart Shopping Cart
- WS-FTP Pro

Education

Master of Fine Arts
University of Idaho, Moscow, ID 1998

Bachelor of Science in Graphic Design & Printmaking
Southern Connecticut State University, New Haven, CT 1988

Personal Interests & Associations

Palouse Dressage & Eventing

- Director Membership & Communications (volunteer)
- Design, maintain and manage club web site (www.palousedressageandeventing.org)
- Process membership renewals and new member applications
- Liaison with USDF for GMO membership transactions
- Design and distribute all club communications
- Maintain an active email list of over 150 members and interested parties
- Clinic and show management
- Member and Active Competitor

United States Dressage Federation
Member and Active Competitor

United States Equestrian Federation
Member and Active Competitor

United States Eventing Association
Member and Active Competitor

New Haven Paint & Clay Club
Active Member and award-winning exhibitor since 1988

References

Additional references
available upon request

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