

.JDW

jeff whalen: senior web designer

Hire Me
In 2009

PROFILE who i am

Experienced web design professional accustomed to a fast-paced, multifarious work environment. Developed skills in, web design and creative direction gained over a 7 year career, in fields driven by design and great user experience. Adept with a large capacity of design skills, leadership ability, I also pay close attention to detail, and how it fits into the larger scope.

EDUCATION where i've studied

The Art Institute of York Pennsylvania | York, PA | Sept 1999 -Mar 2001
(Formerly: Bradley Academy for the Visual Arts)

Major: Multimedia Design | GPA: 3.32

Degree: Associate Degree in Specialized Technology, March 2001

Awards: Who's Who

IWA | Online Courses

eClasses: Intermediate Flash, Advance Flash, SEO

Dale Carnegie Training | Aberdeen, MD | Sept 2007-Dec 2007

Course: Leadership Training for managers

WORK HISTORY where are my roots

Senior Web Designer/Web Design Lead

Custom Direct, LLC | Joppa, MD | Jan 2004 -Present

I started at CD as one of a 2 person web design team, the team of 2 grew into a 6 person team that I was promoted to manage. My design team focused on only internal design work and we increased the companies' e-commerce web sites from 7 to 13 as well as numerous redesigns. During that increase, the companies' web revenue also saw an increase by 250% during my tenure. My other responsibilities included managing and supplying creative direction to the design team as well as writing and managing the teams yearly goals, and reviews. Our team itself was responsible for designing landing pages, email campaigns, creative for web advertising, design and managing e-commerce web sites. We would also provide ideas and support to SEO and usability improvements for our existing sites.

Multimedia Designer

Delta Graphics & Communications | Bel Air, MD | May 2001-Sept 2003

This was my first job out of collage, I was with the company until 2003.

My responsibilities included, but not limited to, web sites, page layout, photo retouch, customer interaction, stationary packages, brochures, ads, and animation.

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DESIGN

Design used along with new technology trends to stay on the visual cutting edge while remaining standards compliant for the specific target market.

COMPUTER

Worked with Sharepoint, Microsoft Biz Desk and Dot Net Nuke on a daily basis. Supported web dev team with creative, XHTML, and CSS skins for Dot Net Nuke, as well as Commerce Server 02 and 07 platforms. Experience with programs and languages such as:

- **Photoshop, Illustrator, Flash, Dreamweaver, After Effects, Premiere, Fireworks**
- **XHTML, CSS, Javascript, PHP, Flash Actionscript 2.0, 3.0**

MANAGEMENT

I've developed skills in management, with leading a web design team of 6 people. Skills acquired during this role were public speaking in-groups while presenting ideas, managing work loads and priority management, as well as supplying creative direction and critiques to employees.

Jeff Whalen | Senior Web Designer

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