

SKILLS

- Project Management / Coordination
- Product & Service Sales
- Desktop Support
- Graphic Design
(Photoshop/Illustrator/InDesign/Acrobat Professional/QuarkXPress)
- Web Design (Dreamweaver/Photoshop/Fireworks/CSS/HTML/XML/JavaScript/GUI/CMS)
- Content Management (Joomla! / Site Maker)
- Search Engine Marketing
- Search Engine Optimization (SEM/SEO)
- Animation (Flash /Swift 3D/Swish/ActionScript)
- Video Editing (Premiere / After Effects / Flash Video Encoder)
- Photography (Product Photography/Color Correction & Retouching/QTVR VR Worx)
- Digital Asset Management (Cumulus)
- QuickBooks
- Microsoft & Apple Operating Systems
- Microsoft Office Suite

EXPERIENCE

Contract & Freelance

Web & Multimedia Designer

11/08 to present

- Renovating entertainment company’s web site to support new functionality by changing underlying organization and technologies. Designed portal to collect and report marketing research data from interactive promotion campaigns
- Designing multiple compositions which focus on branding, customer segmentation, user experience, and architecture for prospective clients of business services consulting company
- Developed and maintained labor research company’s website
- Train technical staff
- Design logos, business cards, posters, brochures and direct mail
- **Technology used:** Photoshop Illustrator, Fireworks, Dreamweaver, HTML, CSS, JavaScript (including G-Query), Office Suite, Flash, Flash Video Encoder, Action Script, Premier, Joomla!

Methodist Hospital System

Webmaster (contract)

10/09 to 02/10

- Designed and developed new front-end for physicians’ intranet
- Assisted in transferring existing website to new content management system
- Supported regular meetings to establish project requirements, report project status and identify priorities

- **Technology used:** Photoshop Illustrator, Fireworks, Dreamweaver, HTML, CSS, JavaScript (including G-Query) and Office Suite

PTI Labor Research

Creative Director

04/09 to 7/09

- Researched current market share and competitors for the purpose of rebranding company's own product model for acquiring prospective customers and increasing web traffic flow including advertising on various social networks
- Redesigned and maintained company's website with new and improved interface layout and functionality including daily and weekly updates
- Developed campaign websites for various clients including customer service and content updates for the purpose of educating client's employees
- Edited videos for DVD distribution and online presence for prospective clients
- Asset management for in-house server to improve workflow
- **Technology used:** Photoshop Illustrator, Fireworks, Dreamweaver, HTML, CSS, JavaScript (including G-Query), Office Suite, Flash, Flash Video Encoder, Action Script, Premier, Joomla!

Tristar Web Solutions UK

Web Designer/Marketing Analyst (contract)

11/08 to 04/09

- Researched go-to-market strategies, technical architectures, and competitive environment of real estate listings

Tristar Web Graphics

Web Designer/Project Manager & Photography Manager

04/03 to 09/08

- Managed team of six to design, implement and maintain comprehensive customer marketing campaigns, covering end to end process of photography, print, web design, and web services
- Designed and developed websites for diverse customer base. Design included user interface, navigation, animation, video, images and front end scripting; striking balance between user experience, performance and visual detail
- Designed print advertising media such as business cards, posters, brochures and direct mail
- Produced high resolution photography for print and web, including shot setup, captioning, photo retouching, color correction, application of clipping paths and cataloguing via digital asset management software
- Supported regular meetings to manage scope, establish project requirements, report project status and identify priorities
- Developed procedures for applications & production plans to support customer & internal workflows
- Successfully implemented new business strategy to obtain print clients through the web, establishing higher than average profit margins
- **Technology used:** Photoshop Illustrator, Fireworks, Dreamweaver, HTML, CSS, JavaScript (including G-Query), Office Suite, Flash, Flash Video Encoder, Action Script, Premier, Joomla, Product Photography, Color Corrections & Retouching and QTVR VR Worx, Digital Asset

Management (Cumulus), InDesign, Acrobat Professional and QuarkXPress, Microsoft and Apple Operating Systems and GUI

Tristar Web Solutions

Multimedia & Web Designer

08/02 to 04/03

- Designed branding and marketing campaigns based on requirements for new and existing clients in fast-paced collaborative team environment
- Developed, updated and maintained new and existing websites
- Designed new company products such as web-based templates with content management for small businesses
- Created printed media such as brochures, posters, business cards and annual reports
- Maintained open communication with clients to support quick turnaround
- **Technology used:** Photoshop Illustrator, Fireworks, Dreamweaver, HTML, CSS, JavaScript (including G-Query), Office Suite, Flash, Flash Video Encoder, Action Script, Premier, Joomla, Color Corrections & Retouching and QTVR VR Worx, Acrobat Professional, Microsoft and Apple Operating Systems and GUI

Tristar Web Graphics

Prepress Operator

04/99 to 01/01

- Created design and page layout for mass printing on web presses
- Redesigned and enhanced existing advertisements
- Conducted setup and troubleshooting of files to support work flow requirements (i.e. flight check, color conversion and font compatibility)
- **Technology used:** Photoshop Illustrator, InDesign, QuarkXPress, Digital Asset Management (Cumulus) Color Corrections & Retouching, Acrobat Professional, Microsoft and Apple Operating Systems

EDUCATION

Houston Community College

Houston, Texas

08/00 to 05/02

Certification for Web Production

Certification for Multimedia Video & Animation

Al Fateh University

Tripoli, Libya

10/93 to 10/98

Bachelor Degree in Business Administration & Political Science