

Profile

- Graphic design professional with 10 years of experience and a proven ability to transform concept into engaging and functional design. Understands the relationship between business demands and the creative process.
- Recognized for creativity, flexibility, and collaborative approach.

Professional Experience

Senior Graphic Designer 2006 - Present

DealerOn, Inc. Rockville, MD

DealerOn provides online marketing solutions tailored for the retail automotive industry, specializing in search engine optimization and lead conversion.

Assigned to lead the design department, fulfilling client needs as well as creating a fresh corporate identity for the company.

- Manage a team of designers based in the Philippines.
- Oversee all aspects of print and web design.
- Created corporate website using "Web 2.0" design fundamentals:
 - Tableless div layout
 - Latest CSS practices
 - Complete IE/Firefox compatibility
- Work with a team of developers to maintain a web template platform and CMS.
- Design and implementation of custom lead conversion products.
- Refine web templates based on the latest usage and SEO data.
- Provide marketing materials for the sales department:
 - E-mail campaign
 - Tradeshow booths
 - Postcards

Freelance Graphic Designer 2004 - 2005

The HealthCentral Network, Inc.

A collection of websites providing in-depth medical information, resources, and connections to leading experts and patients seeking to manage and improve their health.

Designed a template solution used on over 50 websites with individual designs.

Discovery Communications, Inc.

The United States' premier provider of real-world media and entertainment.

Created online marketing materials for Discovery Communication clients.

- Co-branded Flash ads
- Interactive Flash Microsites

Senior Graphic Designer 2002 - 2004

Eightfold LLC, Reston, VA

A cutting edge design firm specializing in rich media.

Facilitated the substantial artwork demands from Eightfold's main client, America Online. Later promoted to oversee all AOL artwork production.

- Managed design team producing Personalization Asset Collections for AOL.
- Created over one thousand assets for AOL including:
 - Animated desktop themes
 - Animated IM Wallpapers
 - Graphics-based e-mail templates
 - IM Emoticons (smilies)
 - Buddy Icons
 - E-cards
- Integral part of concept generation.
- Oversaw and collaborated on the production of Eightfold promotional marketing tools such as *RobotMan vs. The Pixel Plague*, a Shockwave web cartoon.

Professional Experience
Continued

Senior Graphic Designer

2000 - 2002

Smarthinking *Washington, DC*

The leading provider of live, online tutoring and academic support.

The creative lead for a development team producing a robust, online learning environment.

- Created and supervised all aspects of print and web design.
- Worked with Cold Fusion developers to achieve back-end website goals.
- Produced several tutorials for the company website using Macromedia Flash.
- Designed and implemented several web, print, and e-mail marketing campaigns.
- Generated weekly marketing reports on external website statistics.
- Designed several large print elements for trade shows including a booth, banners, and posters.

Creative Developer

1999 - 2000

CMGI Solutions, *Herndon, VA*

A former web solutions provider created by CMGI.

Created and implemented user interface designs for many web-based applications, as well as the company intranet.

- Conceived internal marketing campaign concepts using Macromedia Flash.
- Generated weekly marketing reports on external website statistics.
- Assisted management with new office transition.
 - Created banners, T-shirts and other marketing elements for building opening.
 - Designed stainless steel CMGI Solutions lobby sign.
- Intranet Webmaster
 - Web Administrator and Intranet Help Desk Manager.
 - Developed two versions of the corporate Intranet using ASP, HTML, and Flash.
 - Produced several interface *skins* for the company intranet.

Graphic Designer / Web Developer

1999 - 1999

Teligent Inc., *Reston, VA*

A leading wireless telecommunications company.

Maintained the Teligent intranet and provide design solutions for a series of web-based applications.

- Webmaster
- Created and implemented designs for several web-based software applications.
- Provided support for web-based customer service database.
- Produced multimedia tutorials and advertisements using Macromedia Flash.
- Complete redesign of intranet.
 - Integrated existing web applications using HTML and ASP.

Tech Skills

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Cold Fusion (novice)
- Macromedia Flash
- Macromedia Dreamweaver
- HTML

Education

Northern Virginia Community College

- 1999 Certificate - Multimedia
- 1998 Associate's Degree - General Studies with a concentration in graphic design

Portfolio

www.jimfulmer.com