

williambright

WEB DESIGN & ART DIRECTION

LANGUAGES

- + XHTML/CSS
- + PHP/MySQL
- + XML/XSL
- + Flash Actionscript

SOFTWARE

- + Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver and Flash)
- + Acquia Drupal
- + Apache Web Server
- + Final Cut Pro and Avid XPress DV

PLATFORMS

- + Mac OS X
- + Microsoft Windows XP, Vista
- + UNIX/Linux

EDUCATION

Munson-Williams Proctor Institute of Art

Fine Art/Photography

Courses included two and three-dimensional design, color theory, figure drawing, sculpture, general drawing and photography.

PERSONAL PROFILE

I have been active in web design since 1994 when, in high school, I was introduced to a new technology on the internet known as the *World Wide Web*. Over a decade later, I'm still finding challenge in making the web an aesthetically pleasing, intuitive experience.

I am looking for a position where I can be challenged to become an even better Designer and Art Director not only through self-education but also from those who have come before me.

CAREER HISTORY

LongTail Video — August 2009 to August 2011

Senior Interactive Designer

Responsible for all visual products with the company, ranging from email blast design to website upkeep.

Accomplishments:

- + Constantly increasing open, click and conversion rates (up a total of 38% since I began at LTV) for email blasts and newsletters.
- + Increased daily Plugin, Skin and Module revenue 43% after minor AddOns section redesign after Multivariate Testing Analysis.
- + Created the LongTail Support Community, a Drupal website and forum hosting support documentation, forums, and blog entries.
- + Created LongTail.tv, a new cloud-based player service bringing videos from premium providers such as 5Min and YouTube.

Linkstorm — June 2007 to July 2009

Creative Director

Currently serving as the Creative Director for an ad-technology agency. Responsibilities include designing and enforcing branding standards; assisting in website and marketing strategy; and designing custom ad units using proprietary technology.

Accomplishments:

- + Designed CokeTag, a Facebook application, skins for the application, and its homepage, CokeTag.com.
- + Directed and executed the design of ad units for clients such as [American Express](#), [IBM](#), [Cisco](#), [ETrade](#) and [Pontiac](#).
- + Managed a small team of designers and freelancers.

MISCELLANEOUS

- + Former US Government Issued SECRET Clearance Holder
- + 35mm, Medium Format and Digital Photography
- + Digital Video Editing
- + DVD Authoring
- + Illustration/Cartooning
- + Guitar

CONTACT INFORMATION

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References available upon request.

CAREER HISTORY (CONT.)

Nerve.com, Inc. — April 2004 to June 2007

Design Director

Served as the Design Director and Project Manager to a five-person design team responsible for all visual aspects of an online magazine.

Accomplishments:

- + Designed and implemented the ***Nerve Film Lounge***, an interactive website devoted to films; incorporating blogs, ratings, comments and user-interaction into one cohesive site.
- + Developed an XML-driven streaming video player using Flash and Actionscript.
- + Developed and enforced design standards for all Nerve branded blogs such as *The Daily Siege* and Nerve's media blog, ***Scanner***.

Dolphin Technology, Inc. — 2001 to 2003

Lead Designer

Played an integral role in all deliverables as the sole designer supporting a government contracting company. Responsibilities included defining and enforcing document standards, public website and private intranet maintenance.

Northrop-Grumman Information Technology — 1998 to 2001

Web Designer/Developer

Principal web designer of a team supporting enterprise-level intranet, extranet and public websites for the Air Force Research Laboratory.

Accomplishments:

- + Development of proprietary PHP/PHP/CGI tools such as template verifier scripts, server-based global search and replace scripts, and other web forms to enhance interactivity for an enterprise-level research laboratory.
- + Developed Oracle PL/SQL database procedures for dynamic web-page applications.

Borg Internet Services, Inc. — 1995 to 1998

Project Manager/Lead Web Designer

Managed the Web Design division of a local internet service provider in Utica, NY. Responsible for the hiring and training of a five-person web design team as well as managing the technical support group of eight customer service representatives.

Accomplishments:

- + Participated on sales calls with the CEO of the company.
- + Served as the Account Manager, interfacing directly with the client through every step of the project from inception to launch.