

Serena Software { May 2008 – Present | Hillsboro, Ore. }

Responsibilities: Creative consulting, web site design, UI design, CSS, XHTML, JavaScript, PHP, Marketbright, team leadership, technology consulting, infrastructure consulting, user experience consulting, print design.

Major Contributions

- » **2009 Product and Solution Redesign:** Collaborated with the executive team and the product marketing team to revise the messaging on Serena.com, implement product videos, create new icons, create new graphics, and clean up the interface for products and solutions section.
- » **Serena.com Agile On Demand Auto Provisioning:** Collaborated to design the auto provisioning process for Serena Agile On Demand and architect a creative solution for integrating it with Marketbright.
- » **Serena.com Pre-built Mashup Integration:** Created a strategy for integrating our pre-built mashups with Serena.com.
- » **2008 Architect the Serena.com Front End Code:** Implement a JavaScript framework, implemented a CSS grid, rewrote the XHTML, reworked the template modularized for easier brand management cross domains, found a creative solution to make the modularized work with Marketbright and other SAAS vendors.

Varolii Corporation { May 2007 - May 2008 | Hillsboro, Ore. }

Responsibilities: Web infrastructure and strategy, content management strategy, web site design, information architecture, flash animation, CSS, JavaScript, XHTML, PHP, MySQL, illustration, project management.

Major Contributions

- » **2008 Varolii.com Redesign:** Web site design, content management strategy, site infrastructure strategy, web site design strategy. Worked with marketing writers to design and develop information architecture; worked with market managers and a contract developer to develop a short term and long term lead generation strategy content, layout, and graphics. Client-side development (CSS, JavaScript, MooTools, ActionScript, xHTML), PHP development, AJAX development.
 - » **Advised and consulted the marketing team on lead generation strategies.** Helped lead the team in building a 1-year road map to that could provide them a 33% increase in productivity and help meet their online lead generation goals. Advised the team on technology and design best practices.
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Serena Software { May 2004 - May 2007 | Hillsboro, Ore. }

Responsibilities: Web site design, UI design, content management interface design and development, information architecture, animation, HTML, ASP, Flash design and development, logo design, illustration, promotion design, photo manipulation, project management, management of corporate ID on intranet and extranet.

Major Contributions

- » **2006 Serena.com Redesign:** Client-side development (CSS, JavaScript, xHTML, ActionScript, Basic .Net development), content management strategy and implementation, template development.
- » **2006 Customization of Serena's CMS Product for Serena.com:** JavaScript development, CSS development, UI design.
- » **2004 Serena and Merant Re-brand:** Re-branded and designed the master templates for Serena.com and Merant.com.

Merant Software { May 1999 - May 2004 | Hillsboro, Ore. }

Responsibilities: Web site design, UI design for corporate site and web applications, information architecture, animation, HTML coding, ASP coding, Flash design, logo design, illustration, promotion design, photo manipulation, jump site design, advertisement design, project management, archive management, graphics production, design production, management of corporate ID on intranet and extranet.

Additional Projects

- » **JimiHendrixShoes.com:** Web site design and development, WordPress, 2009.
 - » **ActionDynamix.com:** Web site redesign and development, 2007.
 - » **Backsace Gallery:** Showcased an original painting, 2005.
 - » **Vinceties:** Showcased nine black and white drawings, 2005.
 - » **Morrill Memorial Library:** Web site development, 2005.
 - » **Surfrider State of the Beach:** Web site design and development, 2003-2005.
 - » **Sales Growth Alliance:** Logo design, 2004.
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Software & Programming Languages

Web site design, UI design for corporate site and web applications, information architecture, animation, HTML coding, ASP coding, Flash design, logo design, illustration, promotion design, photo manipulation, jump site design, advertisement design, project management, archive management, graphics production, design production, management of corporate ID on intranet and extranet.

Education:

- » West Virginia Wesleyan College, Bachelor of Arts degree in graphic design, 1998
- » Concentrations in business and computer science.