

Andrew Parker | www.Andrew-Parker.net

311 W. 10th Ave. - Gastonia, NC 28052

Email: andy@ignitedstudios.com

Phone: 704-675-5387

Experience

Senior Web Designer

The Maxwell Group / Senior Living Communities | Charlotte, North Carolina (2008-Present)

Lead efforts for all web development and web design.

- Responsible for *art direction and development* for all web related projects
- Redesigned and maintained 13 community and home office websites
- Implemented web traffic tracking and organic *SEO techniques*
- Produced print materials for internal and external use
- Coordinated with marketing team to enhance community processes

Art Director/Web Designer

Burke Communications | Charlotte, North Carolina (2005-2008)

Supervised all non-print projects while taking lead role in developing and maintaining web standards and protocol. Improved operations and streamlined workflow to increase productivity.

- Responsible for art direction and supervision over all non-print projects
- Involved with software and hardware recommendations and research
- Increased web traffic by utilizing current *SEO standards and practices* and Google Analytics
- Built interactive multimedia CDs, user friendly *Kiosk Interfaces* and DVDs
- Designed **Flash banners** and advertisements to coincide with printed materials
- Created advertisements published in *Charlotte Magazine* and Charlotte Biz

Multimedia Artist/Web Designer

ADP (Acquired SMS Companies 2002) | Atlanta, Georgia (2000-2004)

Utilized creative and functional theories and practices to design, create, and produce: web graphics, user interfaces, marketing materials (newsletters, brochures, electronic advertisements, interactive presentations, logos, branding & development), PDF forms, and conceptual designs.

- Designed and created the *Graphical User Interface* (GUI) for the Sears kiosk based job application
- Produced *PowerPoint presentations* showcasing corporate services and capabilities
- Responsible for visual direction and design solutions for **products and services branding**
- Lead role in PDF development that implemented barcodes for security and tracking purposes
- Designed and maintained *corporate website* utilizing FTP, HTML, CSS, JavaScript, technologies
- Developed advertisements published in *trade magazines*, conference programs, and sponsored events
- Established **product identity** for multi-million dollar software package
- Created interactive prototypes for sales and marketing divisions
- Fashioned original company **pamphlets, logos, business cards, and letterheads and newsletters**

Education

Columbus College of Art and Design | Columbus, Ohio

B.F.A., Time Based Media

Software: Adobe Creative Suite, Photoshop, Illustrator, Flash, InDesign, Acrobat, Premiere, After Effects, Fireworks, PowerPoint, Microsoft Visual, WordPress, Dreamweaver

Technologies: HTML, CSS, SQL Server, MySQL, ASP.Net, JavaScript, JQuery