

Software on PC

(Proficiency level)

Photoshop *(Expert)*

Illustrator *(Expert)*

Dreamweaver *(Expert)*

Flash *(Intermed.)*

Fireworks *(Intermed.)*

InDesign *(Intermed.)*

QuarkXPress *(Intermed.)*

PageMaker *(Beginner)*

PowerPoint *(Intermed.)*

XHTML, CSS *(Expert)*

JavaScript, PHP, JSP *(Begin.)*

Languages

English (fluent)

Russian (native speaker)

Belarusian (fluent)

Objective

Employment in IT or marketing company that utilizes my diverse experience in web design & online marketing and offers an opportunity for career advancement along with the further expansion of design and marketing skills.

Qualifications

- 5 years of experience in web design and development, web usability, email/online marketing and graphic design.
- Creative yet not afraid of production work; able to conceptualize and bring projects to completion on time and within allocated budget.
- Highly motivated self-starter and intuitive learner with a quick grasp of software tools and techniques.
- Enjoy working in a fast-paced organized office.
- Proven ability to prioritize and handle multiple projects at the same time.
- Able to work equally well in a team or independently.
- Have a good sense of humor :) and is an easy-going person.

Professional Experience

Web Designer (3/2006-present)

Contract Email Template Designer/Developer (9/2005-3/2006)

Constant Contact, Waltham, MA

Started out in a contract position designing and developing email templates for company's email marketing service. After fulfilling the initial contract was offered a full-time web designer position.

- Actively participated in developing and executing marketing initiatives: website A/B split testing, search engine optimization, launch of various marketing programs and campaigns.
- Was a lead designer on website redesign project. Being limited by existing website architecture developed design that improved information organization within website pages, enhanced appeal to small business target market, and supported new company branding initiative.

Education

Northeastern University
Boston, MA
(9/2006- currently
attending evening classes)
**Marketing Certificate
Program**
GPA 3.5

Northeastern University
Boston, MA
(9/2001-5/2003)
**Computer Graphics
Certificate Program**
GPA 4.00

Belarusian State
Pedagogical University
Minsk, Belarus
(9/1994-6/1999)
**Master's Degree
in Special Ed and
Educational Psychology**
GPA 3.27

Professional Experience (*continues*)

Independent Web / Graphic Designer (1/2001-present)
Self-employed, Shrewsbury, MA

Five years of experience working on- and off-site with various small and medium-sized companies in financial, marketing, technology, construction and other industries.

- Redesigned website and graphical user interface for client's major CRM application, developed online Flash demo presentation which aided in company's revenue increase.
- Developed clients' market-oriented branding systems including logos and printed collateral materials.
- Designed, developed, launched and maintained over a dozen websites for various clients.
- Managed various projects by working directly with clients and other service providers like writers, programmers and printers.

Creative Consultant (1/2003-3/2004 and 10/2004-3/2005)
HTML/Flash Designer (3/2004-10/2004)
e-Dialog, Lexington, MA

Was asked by Creative Director to come aboard full time after initial hire as a creative consultant. Designed, developed and implemented various HTML and Flash-based e-mail and web marketing materials (e-mail newsletters, banners, mini web sites, etc.). Troubleshooted browser and e-mail client compatibility issues.

- Managed 5-10 projects at once working closely with clients, project managers and production team.
- Aided in acquisition of Fortune 500 client by collaborating on successful e-mail marketing campaign by developing an original design concept.
- Designed seasonal sale's e-mail newsletter that resulted in 11% increase of click-through rate and approx. \$400,000 increase of in-store sales (comparing to the previous year's sale) for a major UK department store.
- On biannual performance review was recognized for an exceptional work ethic, integrity and commitment to success.

Graphic Designer (1/2002-5/2002)
Graphic Design Intern (10/2001-1/2002)
A.E. Schwartz & Associates, Waverley, MA

Started as an unpaid intern, within 3 months was offered employment on contract basis. Provided graphic and web design support for all company business projects.