

# devin schvaneveldt

devin@abracadevin.com | 480.277.2505

## SUMMARY:

Graphic/Web Designer with nearly 7 years experience in corporate, studio, and agency environments. Passionate, Driven, and Creative thinker accomplished in areas of Graphic Design, Web Design/Development, UI/UX Design, and Art Direction. Expertise in the following software and technologies:

- |                              |   |                           |
|------------------------------|---|---------------------------|
| - Adobe Photoshop            | - HTML                                      | Design & Development for: |
| - Adobe Illustrator          | - CSS                                       | - Wordpress               |
| - Adobe InDesign             | - javascript, jQuery, and AJAX              | - Zen Cart                |
| - Quark Xpress               | - PHP                                       | - OS Commerce             |
| - Adobe Flash w/actionscript | - MYSQL                                     | - Drupal                  |
| - Adobe Dreamweaver          | - Adobe Coldfusion                          | - PHPBB2                  |
| - Adobe Fireworks            | - Ruby on Rails 2.0                         | - Joomla                  |
| - Adobe Freehand             | - HAML                                      |                           |
| - Adobe After Effects        | - Wire framing for Web sites & Applications |                           |
| - Final Cut Studio           |   |                           |

\* Knowledge of Flex w/actionscript 3.0

\* Knowledge of Adobe AIR application deployment

\* Knowledge of custom web application design/development from ground up via LAMP technologies

\* User centered web, UI, UX, and Information Design & Development.

## EXPERIENCE:

### Senior Print/Web Designer / Junior Art Director at "Off Madison Ave." **Current.**

- Collaborate with both creative and development teams to concept, design, and develop web sites and web applications for local and national clients.
- Art Direct projects on a regular basis to ensure quality, creativity, efficiency, and ROI are of the highest importance.
- Due to my creativity and efficiency, I became the go-to designer/developer for clients that needed great design on a tight time line.

### Lead Senior Web Designer at "American Greetings Interactive." **2006-2009.**

- Studied analytics for sites like americangreetings.com, bluemountain.com, and kiwee.com to design/develop better user centered interfaces, site flows, and experiences.
- Art Directed freelance & internal web, print, and interactive designers/developers to ensure design, interactive, and web related promotional campaigns were creative, original, and on target demographically.
- Participated in both hosting and attending user experience testing groups. Utilized the latest in user interface and experience technology such as, eye tracking cameras, and analytic software.
- Designed, Developed, Implemented, and Managed American Greetings Interactive internal blog & wiki, which supported business initiatives to promote a more synergistic and collaborative work environment.
- Redesigned Kiwee.com, including the User Interface, Functionality, Shopping Cart Flows, and User Experience to support business goals. Our team met and exceeded each goal by over 20% and were still under deadline.

### **Flash CS3 & actionscript 2.0 Instructor at "Virginia Marti College of Art and Design." 2008.**

- Taught students curriculum to get them ready for real-world flash design and development.
- Implemented Google Docs as part of a business initiative to keep all instructors and students in constant up to date communication regarding curriculum, testing, student performance, and grading.

### **Freelance Print/Web Designer at "See Monster Design." 2005 - Current.**

- Managed expectations from clients, and managed individual print and web projects on major accounts.
- Designed both print and web collateral for nationwide companies, agencies, and corporations.

### **Print & Web Designer/Developer at "Prime." 2005 -2006.**

- Managed expectations from sales reps, clients, CEO, Political Figures, and Art Director.
- Designed and Developed print, and web projects from local and national clients.

### **Front End UI Designer/Developer at "Computer Guidance Corporation." 2004-2005.**

- Worked with the Java Development team, Back end Team and Managers to correctly design a front-end interface and User Experience for an enterprise level accounting & construction management software in under a year.
- Designed and developed front-end user interfaces using HTML, CSS, XML, javascript, ASP, JSF and AJAX.

### **Lead Print/Web Designer at "Concept Factory." 2003-2004.**

- Designed web sites, brochures, logos and other collateral for both local and national clients.
- Adhere to strict and aggressive deadlines on multiple projects at once.

### **EDUCATION / PROFESSIONAL DEVELOPMENT:**

- B.S. Computer Information Systems & Mathematics at Rio Salado Community College. **Currently Pursuing.**
- Certificate in Multitasking and Managing Multiple Priorities & Deadlines at Cleveland State University. **2007 - 2008.**
- Attendance at Nielson Norman Group Usability Conference in Washington D.C. **2007.**
- Attendance at HOW Design Conference in Atlanta, GA. **2007.**
- Courses at Mesa & Chandler/Gilbert Community College. **2005 - 2007.**
- A.A. Visual Communication at Collins School of Design & Technology. **2001 - 2003.**