

Heather Wrenn

SKILLS

CSS, (x)HTML, XML, XSL
JavaScript, CGI, Access
Apache HTTP Server
Microsoft Internet Information Services
Apple Mac OS X
Microsoft Windows
UNIX
CVS, SVN
Eloqua, Google Analytics, WebTrends

Graphic Design
Web standards-based Design
Adobe Dreamweaver, HomeSite, Contribute
Adobe Fireworks, Flash, Illustrator, Photoshop
InDesign, Imageready
Sharepoint, SourceSafe, Subversion
Apple Safari
Microsoft Internet Explorer
Mozilla Firefox

EXPERIENCE

The Creative Group/Visiting International Faculty Program **Marketing Web Designer**

Jul 08 – Feb 09

Created and enhanced site design, layout, content and navigation to provide a highly relevant and usable site experience. Provided technical leadership and promotion of internal technologies, methodologies and coding. Ensured that new content was implemented with scalability using current usability methods and trends. Prepared monthly site traffic report and used these statistics to make recommendations to enhance the site. Provided supporting contributions to metrics reporting, lead generation campaigns and marketing automation. Skills used: xHTML, CSS, JavaScript, Eloqua, Google Analytics, XML, Dreamweaver, Photoshop, Fireworks and Illustrator. <http://www.vifprogram.com/>

Lockheed Martin Information Technology **Senior Web Designer**

Jan 02 – June 08

Responsible for all aspects of graphical user interface design and development including requirements gathering, workflow analysis, wireframing, prototyping and visual design through deployment. Analyzed user goals and target audiences - researchers and the general public, to conceive information architecture. Employed user-centered design processes including accessibility standards (Section 508), site navigation, process flows and page-level interactions. Successfully integrated design philosophy from structure, layout, and color into xHTML, CSS, JavaScript, XML, Dreamweaver, HomeSite, Photoshop, Fireworks and Illustrator.

Freelance Web Designer

Oct 01 - Dec 01

Designed and produced Internet/intranet/extranet sites for clients in the telecommunications and healthcare industries. Assisted clients with branding, site look and feel, typography and product positioning. Skills used: Dreamweaver xHTML, CSS, JavaScript, Photoshop, Illustrator, Fireworks and Flash.

Interpath Communications **Lead Web Designer**

Jul 01 - Sept 01

Visual designer of web sites for a major application service provider including layout, navigation and graphics through finished product. Created templates, graphics and a standard look and feel for Interpath's extranet site. Defined and developed graphic standards as part of the development of the overall brand management. Designed and implemented corporate user-interface guidelines. Promoted a user-interface review process. Created design updates to intranet/internet/extranet web sites. Skills used: Dreamweaver, HTML, CSS, Photoshop, Illustrator, Fireworks and Flash.

Analysts International **Web Designer at GlaxoSmithKline**

Jan 99 - Jul 01

Designed and developed web sites for GlaxoSmithKline's four supported business units. Assigned special global projects such as GSKPhone, Breakthrough (an e-magazine), and External Contracts. Designed and developed site information architecture, structure and functional design elements using standard industry tools. Managed department workflow. Skills used: Dreamweaver, HTML, CSS, JavaScript, Photoshop, Illustrator, Fireworks and Flash.

Groupe Schneider

Sept 97 - Jan 99

Project Manager/Web Designer

Designer and developer on the Square D OEM web site. Acted as the primary interface between Electronic Commerce, various product marketing teams and other segments in developing content strategy and execution. Developed marketing communication proposals for segment sites and implemented as needed. Skills used: HTML, Lotus Notes and JavaScript.

Strategic Insights

Jun 95 - Aug 97

Production Manager/Designer/Producer

Print production manager for a full-service advertising agency. Responsibilities included negotiation and purchasing of all production costs, estimate preparation, maintaining schedules and budgets. Agency producer for radio and television spots for clients including Amway and Quick 10 Oil Change Centers. Duties included contract negotiation, budget management, scheduling recording sessions and selecting talent. Skills used: Photoshop, Illustrator, QuarkXPress and PageMaker.

Business to Business Marketing Communications

Mar 94 - May 95

Production Manager

Managed all print production for a business-to-business advertising agency. Acted as primary vendor contact, purchased all production materials, prepared job cost estimates and job schedules. Designed print collateral for accounts including Ericsson, Energizer Power Systems and AMF Automatic Systems. Skills used: Photoshop, Illustrator, QuarkXPress and PageMaker.

Artware

Mar 93 - Feb 94

Graphic Designer

Designed corporate identity packages, brochures and posters for a full service print shop. Prepared files for film output, managed the job estimation process and scheduling. Skills used: Photoshop, Illustrator, QuarkXPress and PageMaker.

Gerber Childrenswear

Oct 91 - Jan 93

Creative Assistant

Designed and implemented first-time promotional materials introducing eleven new product lines for an in-house advertising agency. Participated in the entire campaign from concept to product prototypes through product point-of-purchase displays. Managed product identity and produced corporate identification style guide. Designed and produced print collateral to support marketing and sales using Photoshop, Illustrator, QuarkXPress and PageMaker.

EDUCATION

B.A. Psychology; Minor in English; Concentration in Writing
East Carolina University 1990

TRAINING AND CONFERENCES

User-Centered Design 2008
Web Design World 2000, 2006
Flash II - NC State Computer Training Unit 2004
Flash I - NC State Computer Training Unit 2003
Lotus Notes Application Development I

PROFESSIONAL ORGANIZATIONS

Human Factors and Ergonomics Association
Raleigh-Durham Adobe User Group
Triangle Usability Professionals Association