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FRANK GOMEZ



Project

Resume



Positions

Chief Creative Officer

Creative Director

Internet Marketer / SEO

Senior Designer / Developer



Prepared Date

Spring 2014



Prepared By

Frank Gomez

▶ ABOUT ME

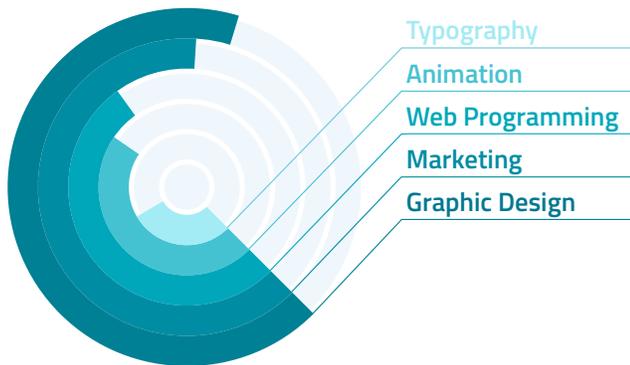


▶ FRANK GOMEZ

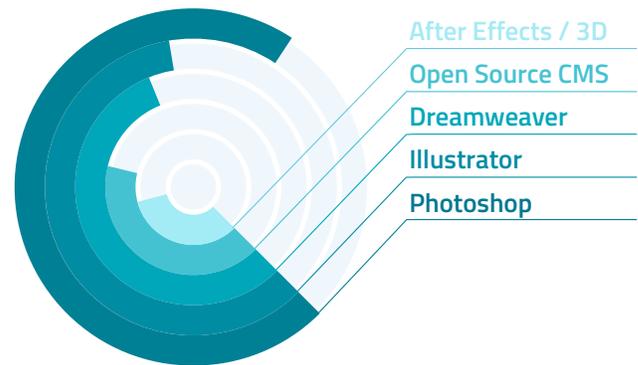
CCO/CTO - Senior Designer & Developer

Frank has a strong diversified background, extremely multifaceted with excellent knowledge in various modern fields including, graphic design, programming, SEO, SEM, UI engineering, and creative business development. His innovative approach to progressive design and creative application of bleeding edge technologies has given companies under his direction a competitive advantage. He donates his free time to his non-profit that is #1 on Google.

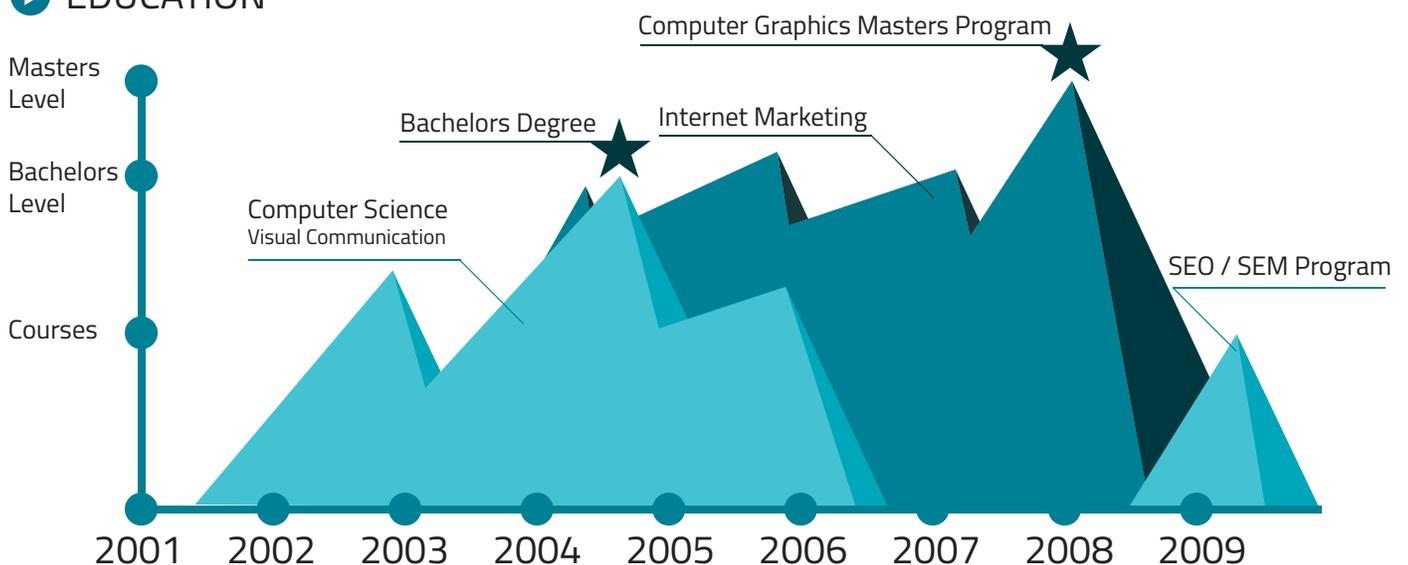
▶ SKILLS



▶ SOFTWARE



▶ EDUCATION



▶ EXPERIENCE

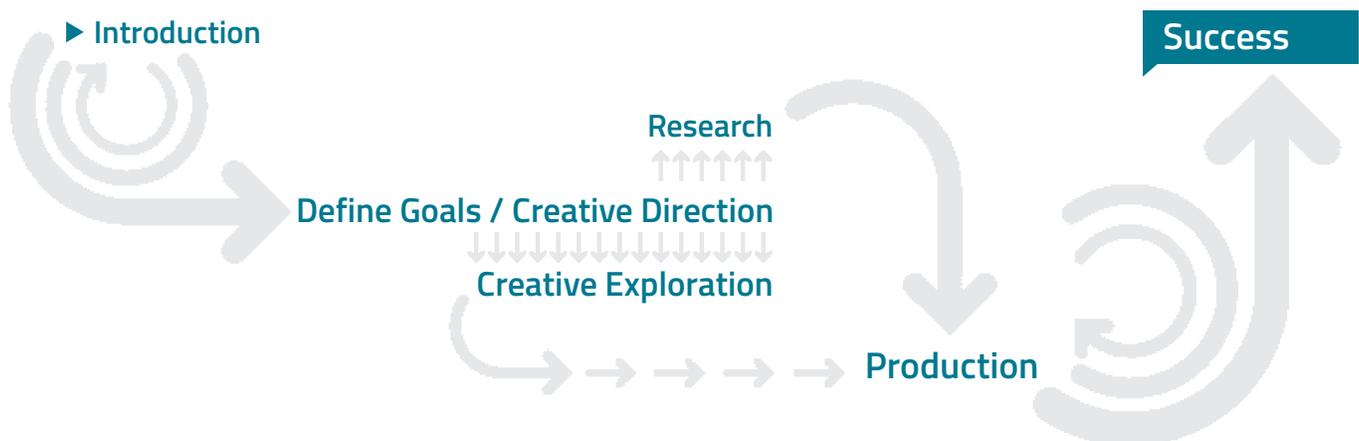
I primarily use Adobe Creative Cloud now as my go to programs for design and development. Photoshop, Illustrator, InDesign, Dreamweaver, After Effects, Premiere, Bridge, and Acrobat are my daily use tools. I also use a Wacom Cintiq for directly designing on a mobile touchscreen and Mindjet for UX and visual flowchart maps. I use primarily font end coding languages HTML5, CSS3, PHP and others when appropriate. I prefer to integrate them with a CMS as it can quickly install components built by the community of developers. I have done extensive research on all the useful and quality components and have purchased and configured and used almost all of them. Components for interactivity and animation, SEO, security, social networks, integration with APIs and many more.

I spent some time working under some very proficient email marketers and power affiliates that send millions of emails per day. I have learned how to better convert and generate leads and click through rate with their landing page formula. I have set up and managed campaigns with a low budget and dialed in efficiency where more than 90% clicks were lost only because of budget, to very high \$200,000 a month PPC campaign. Google gave me dedicated rep that took my team out to lunch periodically and fed me inside information about the algorithms etc. I have used Omniture Site Catalyst in the past for flash and understand all areas of Google analytics, and recently have started using Crazy Egg heat maps and other tools.

I have studied extensively the new major changes in Google including Panda (on page penalty score) and Penguin (over optimization penalty). I have experience with AdSense and generating traffic through paid ads and maximizing impressions for targeted keywords. Marketing automation tools for backlinks, content, syndication, and reporting I have found useful when appropriate. I am efficient at directing and training teams of both designers and developers and have a system I have developed using Asana to hold everyone accountable and keep their progress moving forward in all areas.

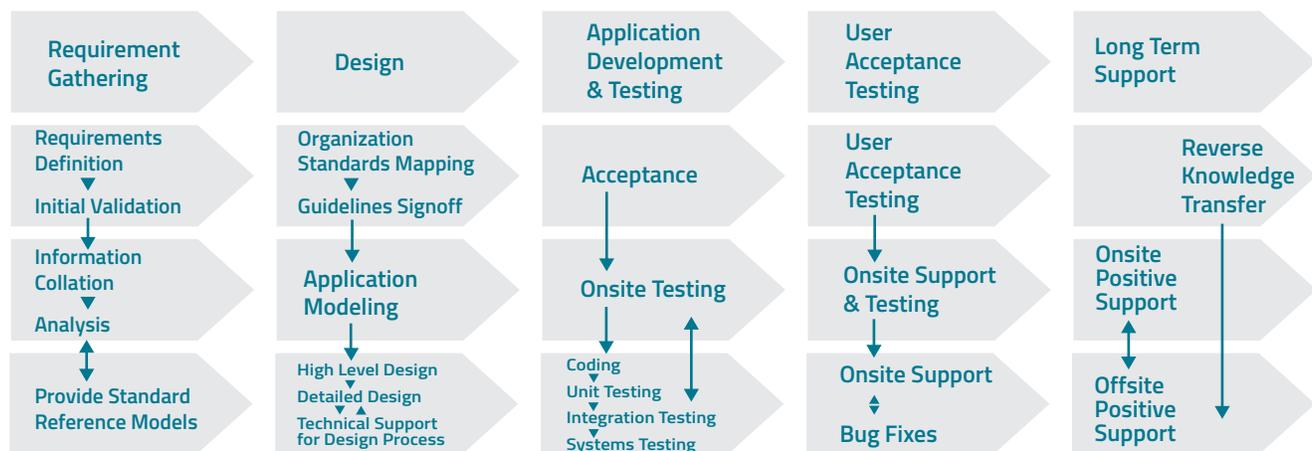
▶ APPROACH METHODOLOGY

After the introductory discovery meeting, I will take time in properly assessing the new project and/or situation and consult on how we can meet all the goals and/or address all the problems. After this stage, I will implement the **Planning Stage** and begin production on all of your products.



▶ DELIVERY MODEL

I have a optimized delivery model that incorporates best practices for efficiency, systematic problem solving, reduced cycle time, increased margins, sustainability, opportunity identification, combining CMM Level 5 web & software development processes, and Six Sigma approach (3.4 defects per million) for delivering all services and matured software systems.



I quantize the process into five phases with specific tollgates for each phase, based on the need for customer interaction and utilization of outside resources whenever possible. This model has been developed and fine-tuned over years of practice to help deliver solutions that are customer-centric, business-driven and result-oriented.

▶ PROJECT SCOPE

I work as a technology & marketing consultant building sites on various platforms. I require a set of resources in order to carry out development work, make changes and enhancements to the websites developed, and market them. I take advantage of the content writing services and on page optimization skills that are available during production, working together in a concerted effort.

▶ APPLIED TECHNOLOGIES

- ▶ Photoshop ▶ HTML5 ▶ CSS3 ▶ Joomla ▶ Python ▶ C#
- ▶ Illustrator ▶ PHP ▶ MySQL ▶ Maya ▶ Ruby ▶ APIs
- ▶ Dreamweaver ▶ Linux ▶ AJAX ▶ Cubase ▶ Apache ▶ LAMP
- ▶ After Effects ▶ Javascript ▶ ASP.NET ▶ XML ▶ jQuery ▶ Open Source

designing

My broad range of design capabilities allows platforms designed to benefit from every facet of successful syndication, effective brand exposure, and web presence. World class design is rare and if found often traded in for lower cost, eventually compromising the success of the company. My designs carefully take every detail into account, and the end result is an award winning graphically oriented website that is sure to impress discerning eyes.

managing

I provide solutions to achieve growth, profitability, sustainment, modernization, maximize efficiency and high operational performance for organizations. Program management plays a significant role in ensuring that all projects meet operational, cost, budget, and time-related goals. In a complex business renovation scenario, effective program management can help control and manage cross-dependencies across multiple project implementations.

developing

Based on the client's feedback and using a variety of techniques and tools, I accurately build your website to your strict requirements and recommend software. Being a comprehensive solution, I have taken on many projects from companies that could not deliver or meet the client's expectations. There are no limits to the functions that can be automated with my coding capabilities. Seamlessly integrated with UI design, the experience is transparent.

marketing

I am increasing my foothold in web marketing and using the latest marketing tools to create productive strategies and relevant market goals. My service is aimed at effectively bringing you clients and customers. With my guaranteed and effective marketing campaigns, I will customize your site to cater to the business market you seek to enter and target audience. I quickly achieve results organically for the most competitive markets.

COUNTRIES SERVICED

United States

- Washington DC
- California
- Colorado
- Nevada
- Arizona
- Texas
- Florida
- Hawaii
- Oregon
- Virginia
- New York
- New Mexico
- Pennsylvania
- Massachusetts



International

- Liechtenstein
- Hong Kong
- Germany
- Austria
- Mexico
- Russia
- Turkey
- China
- Japan
- Korea
- Canada
- Ethiopia
- Morocco
- Saudi Arabia

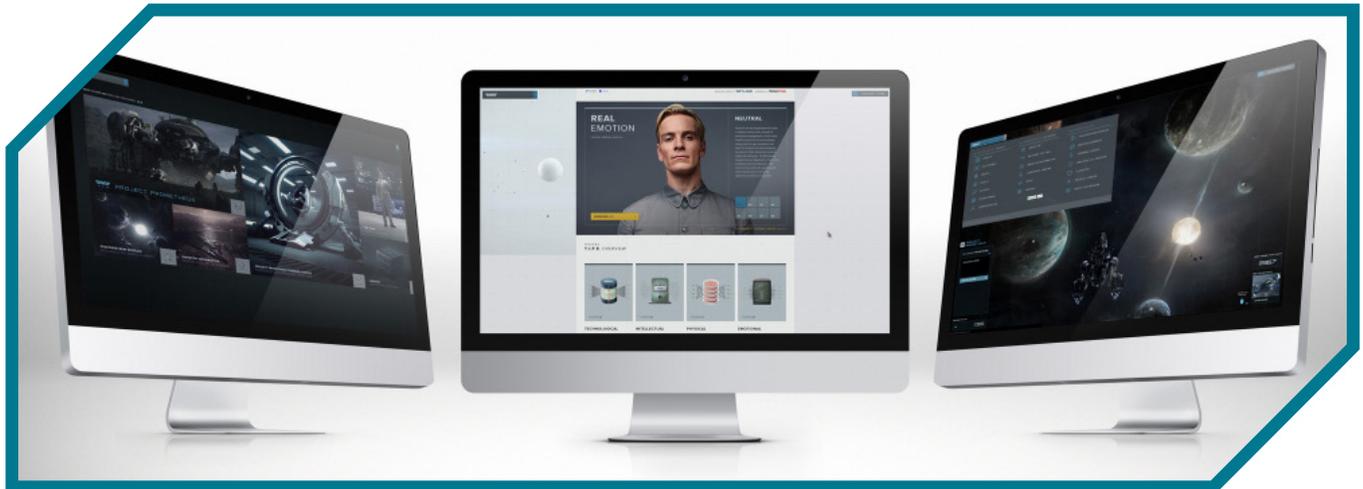
▶ EMPLOYMENT EXPERIENCE

EMPLOYER	DATES WORKED	TITLES AND RESPONSIBILITIES
iEquity Corp Los Angeles, California	July 2013 Present	Chief Technology Officer / Chief Creative Officer Worked with CEO to develop a vision for the first online ecommerce platform to sell medical cannabis. Encountered many legal obstacles to overcome. Proposed solutions and proceeded with design and development of several platforms. One Ecommerce, another a Paypal equivalent so that online transactions could occur without cash, current regulations prohibit conventional solutions. Directed SEO and team of marketers to execute launch strategy. Build a membership card system to monetize the financial solution further and provide incentives to merchants to use our platform. <ul style="list-style-type: none"> ▪ All previous responsibilities and tasks from previous positions (Bird B Gone), were implemented along with more sophisticated database implementation, servers, APIs, HTML5, CSS3 Responsive and mobile websites and no flash.
Compliance Foundation Vaduz, Liechtenstein Unterterzen, Switzerland Istanbul, Turkey	March 2010 July 2013	Chief Creative Officer Provided a broad range of services for the marketing and strategic implementation of various industries including new airline, banks, commodities, precious metals, and others. Placed in charge of teams within interactive design firms in Europe to complete all relevant materials. <ul style="list-style-type: none"> ▪ Most past work responsibilities and tasks of previous positions were utilized and delivered.
Bird B Gone JB Plastics Lake Forest, California Santa Ana, California	January 2009 February 2010	Creative Director <ul style="list-style-type: none"> ▪ Took charge of marketing department and established interactive design and development team to produce network of websites including high volume ecommerce websites. ▪ Out competed competitors in bird control industry resulting most of them ending their operations. ▪ Completely dominated the search engines for virtually every keyword saturating the entire front page of results on multiple engines. ▪ Managed PPC campaign of up to \$200,000 monthly ▪ Established brand guidelines, and corporate identity

▶ EMPLOYMENT EXPERIENCE

EMPLOYER	DATES WORKED	TITLES AND RESPONSIBILITIES
Bird B Gone JB Plastics (cont) Lake Forest, California Santa Ana, California	January 2009 February 2010	<ul style="list-style-type: none">▪ Completed all marketing material, catalogs, printed banners, online interactive banners, brochures etc..▪ Used, implemented, customized and upgraded the latest components, plugins and modules for our Joomla content management websites.▪ Used, implemented, customized and upgraded the latest components, plugins and modules for our XHTML, CSS, Javascript, ASP.net websites.▪ Produced the graphic assets and coding for interactive flash assets in Actionscript 3.0▪ Scripted custom templates for social media advertising and customized interactive Facebook profiles.▪ Setup, configured, maintained, upgraded and installed software for our WHM / cPanel dedicated server▪ Directed and trained in house and outsourced services involving search engine optimization campaign and article content writing.▪ Helped streamline and eliminated various inefficiencies in daily operations for the entire company for a broad range of departments including sales and administration.
VPI.net Irvine, California	December 2007 January 2009	Art Director <ul style="list-style-type: none">▪ Managed design teams, (designers, programmers, flash developers) to develop in house and client projects, allocating resourced accordingly to deliver product on schedule within budget▪ Directed, mentored, and trained teams in assisting hands on when necessary▪ Developed new logos and corporate identities for corporations▪ Brand and style guidelines▪ Developed entire websites from wireframe concept to final design▪ Composed copy and marketing verbiage for sites with Latent Semantic Indexing for SEO▪ Produced comps and final websites for clients and internal business▪ Reproduced artwork using scanner and other tools for vector final product▪ Prepared and implemented flash componets for reusable turnkey development▪ Dynamic flash banner and ads for Fortune 500 clients▪ Hybrid sites utilizing HTML, DHTML, XHTML, CSS, JavaScript, PHP, ASP, NET, server side technology▪ Used Adobe Creative Suite CS3 for implementing backend and front end▪ Integrated design with Flash animation, ActionScript 2.0, 3.0 development, and After Effects technologies▪ Custom A/V production & Designed 3D animations▪ Applied SEO and SEM techniques▪ Dynamic integration with Flash and XML▪ Presented media rich flash interactive web presentations with integrated video and Flash Media Server

▶ CASE STUDY



PROJECT PROMETHEUS

A challenging and scintillating endeavor to produce the futuristic atmosphere and branded corporate identity of a fictional recognized and dominant International Technology Company of the future. I was honored and excited to be a part of this pinnacle of interactive design efforts.

The full gamut of services were needed to execute the plan of this high budget award winning production. Going with a similar look and feel of my envisioned company, I found that that would be the best starting point since I have the goal to achieve just that, to become a Global and renowned technology company now and far into the future. The vision was able to be made a reality in the fictional universe of the Prometheus Project.

Weyland Industries had to have all the elements of a pioneering organization with the capability to produce androids indistinguishable from humans. A background scope and story had to be created around this concept. It was interesting to be able to showcase publicly all the possibilities of the future Artificial Intelligence revolution and all it's branches presented as a real life and operating entity. The highly acclaimed project weylandindustries.com

▶ PROJECT DETAILS

▶ Planning all works	Completed on time, on budget
▶ Presentation	Completed early, under budget
▶ Graphic Design & Branding	Completed on time, under budget
▶ Web Design & Development	Completed early, on budget
▶ Marketing Management	Completed on time, under budget

▶ CLIENT PORTFOLIO



▶ PANASONIC AVIONICS

interactive touchscreen graphical user interface

After successfully completing and deploying touchscreen graphical user interfaces (GUI) for American Airlines, Royal Air Maroc, Northwest Airlines, Korean Airlines, Saudi Airlines, Ethiopian Airlines, and luxury EOS Airlines, Panasonic Avionics contracted me to produce their version of a Premium GUI for their touchscreen hardware and Mobile Application to distribute world wide. The final result was the most advanced and intuitive GUI to date.

▶ ICON COLLECTIVE

learn2produce.com

Icon Collective commissioned an online learning platform. With almost no direction but very strong opinions on various concepts presented, I created a highly interactive digital learning environment with a robust interactive media curriculum that enabled Icon Collective to deploy it's business model worldwide. Without any marketing they were able to expand exponentially due to the high response and reaction to launch, they are continuing to grow.



▶ PHARMAJANES & JANES CARD

pharmajanes.com & janescard.com

Being the first to market iEquity Corp approached me to develop the first online Ecommerce platform to become the Amazon of Medical Cannabis. Due to the previous success of WeedMaps, the project I helped developed in 2008 that went from idea to 1.5 Million a month. I was the perfect candidate to spearhead the project and develop the business model. Pharmajanes is now poised to surpass the success of its predecessors.

▶ SONY PICTURES

casino royal

One of the many high profile productions I have been a part of. A multifaceted, multidimensional campaign was needed to take Casino Royal to market and capitalize on the existing audience without disappointing the tradition of always doing better than their previous production. With Casino Royal becoming one of the most successful 007 launches in the franchise, the outlook for a future contracts is very bright.



▶ MY SERVICES

Since 1999, I've helped clients access innovation without the associated risks. Time and time again, I've proven my ability to introduce innovative technologies that have, over time, become robust, recognized universal solutions. I believe that a CTO/CCO should excel and have mastery over all areas relevant to their client's needs. This expertise provides new avenues to bridge strategies and produce creative solutions to otherwise compartmentalized specializations.

▶ GRAPHIC DESIGN

- ▶ Logo design + brand refreshing
- ▶ Corporate identity adaptation
- ▶ Company brochures + flyers + marketing collateral

▶ WEB DESIGN

- ▶ Web page interface, UI engineering
- ▶ Website development
- ▶ Extended functionality, components customization

▶ SEARCH ENGINE OPTIMIZATION

- ▶ SEO, SEM, PPC campaign (on page + off page) + back linking
- ▶ Adsense, Adwords campaign creation and management
- ▶ Search + traffic analytics + Panda + Penguin Algorithm scoring

▶ SOFTWARE PROGRAMMING

- ▶ IT Administration, systems support
- ▶ Programming, hosting & networking setup and administration
- ▶ Development and implementation of advanced software systems

▶ **MARKETING MANAGEMENT**

- ▶ Affiliate marketing program and campaign creation
- ▶ Advertising, promotional and social media campaigns
- ▶ Competitor marketing analysis and strategy implementation

▶ **BUSINESS DEVELOPMENT**

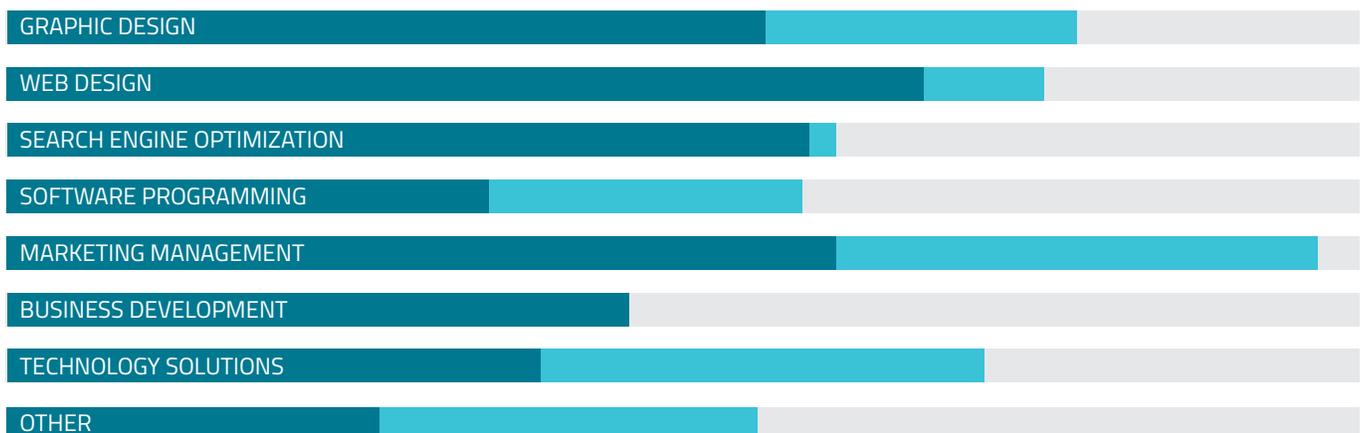
- ▶ Business model monetization
- ▶ Revenue & service expansion
- ▶ Platform structuring, outsourcing, strategic partnerships

▶ **TECHNOLOGY SOLUTIONS**

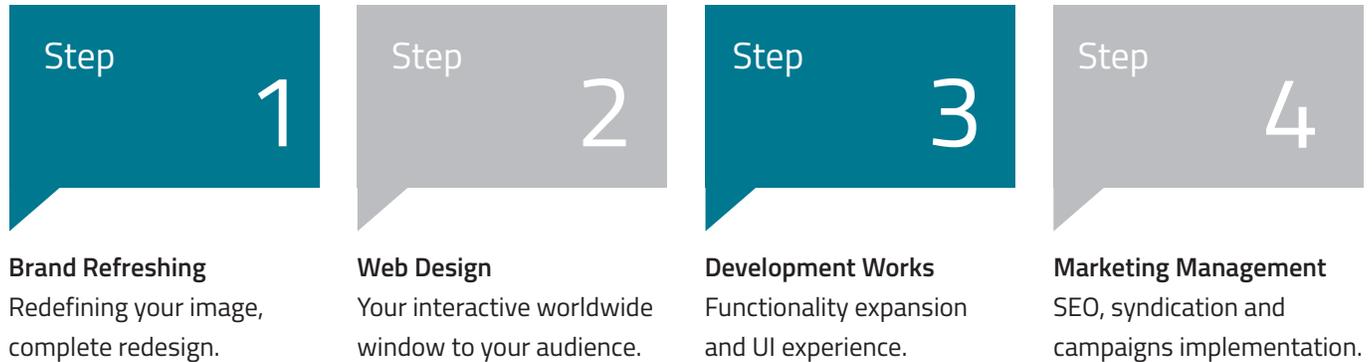
- ▶ Mobile applications development
- ▶ Infrastructure optimization and virtualization
- ▶ Leveraging existing and creating hardware/software support systems

COMPANIES **SERVICED**

▶ Packaged Plan ▶ Customized Request ▶ Exclusively



▶ 4 STEP PROCESS



▶ step **one** ■ ■ ■ ■

▶ BRAND REFRESHING

logo design, brand guidelines, complete corporate identity

We must have a cohesive corporate identity, (there can always be significant improvement) and the bounce rate is likely high because of it. We need to develop a line of services that are or at least sound comprehensive, covering the 360 degrees of marketing areas and educate the prospective customer on why using our automation software and tools will be easy, effective and provide high value in terms of cost. All three of these areas need to be addressed completely and must not lack in either one. The start of the emerging foundation needs to be solid and unrushed.

I will take knowledge learned thus far to design a new brand and logo for website, focusing on originality and compatibility. The focus will shift to establishing credibility of website's content message, stressing on the importance of presenting client as expert in pertaining industry, and adding final details in refreshing logo brands.

▶ step **two** ■ ■ ■ ■

▶ WEB DESIGN

Adapt the new identity on website + Platform construction and CMS deployment

Production of cutting edge designs and user experience, a look and feel that's modern and with the times. To compete with new companies the platform needs to generate that feeling of the next best thing with visuals, interactivity and marketing copy. At this stage the projects strong foundation is completed and polished.

Designs will improve navigation, add engaging graphical user interfaces, and focus on making content more interesting in order to draw in visitors. Then developers work on a funnel, call to action, algorithm structure, maximizing inquiries from interested businesses, and adding industry related credibility to boost trust amongst visitors.

➔ 4 STEP PROCESS

▶ step three ■■■■

▶ DEVELOPMENT WORKS

website development + expand functionality + technical seo integration + monetization modelling

At this stage, concept begins to turn into reality, and establishes the means of revenue for your website. Whether it be a social network, portal, review site, or Ecommerce platform, I will begin to develop the necessary systems to ensure you have the best functionality currently available. 15 years of experience empowers your diversification.

Then beginning efforts to optimize your site to ensure it has the greatest potential for traffic through search engines and work on your overall business model to ensure that once completed, your business is profitable, efficient and has every possible chance to gain a foothold in your respective market. The key to dominate the market is implementation, how we execute and go to market, and what we do to stay on top once we are there will make it endure. By constantly analyzing the market and what your competitors are doing, we can stay ahead of them and dominate.

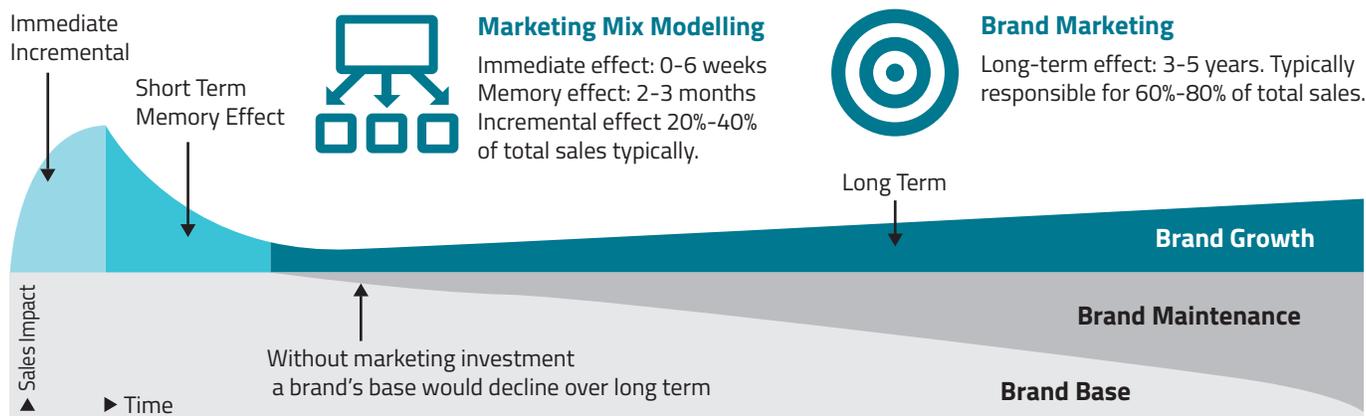
▶ step four ■■■■

▶ MARKETING MANAGEMENT

seo, sem, ppc + advertisement campaign + internet advertising + social media management

In order for customers to know who you are, and what you represent, marketing is one of the most vital segments of any thriving business plan. Marketing isn't just advertising, it's establishing to the public what your company is all about. Which is why this stage is stressed so much. Creation of an efficient multifaceted campaigns with focus on ROI start.

To ensure the longevity of your business, you need extensive clientele. You can only get that clientele with proper marketing management. We will work with you on creating the perfect, most effective marketing campaigns. With the goals to reach both new and existing customers, create demand, build trust, and enduring brand recognition online.



▶ TIMELINE OVERVIEW

Week	1	2	3	4	5	6
▶ Brand Refreshing	█	█	█	█	█	█
▶ Graphic/Web Design	█	█	█	█	█	█
▶ Development Works	█	█	█	█	█	█
▶ Marketing Management	█	█	█	█	█	█

Week 1

Planning

I will be consulted on project, advised to gather all essential materials, and come up with an effective strategy that will focus on mapping, constructing a pre-website. All basic brainstorms will be finalized by the end of the week.

Week 2

Preparing

Once final plans have been ordained, I will begin formally structuring pre-website into working model, outlining menus, categories and content. Client will provide final changes on all materials to ensure developers stay on the right track.

Week 3

Identity Design

I will coordinate with client on premier outlook of website. Discuss with client specifications and needs, and outline ideas that work. Branding and logos will be mocked up creating a new experience/look and modernized feel to your image.

Week 4

Web Design

I begin to build the structure of your website and add content to it. This is what I call the turning point of the project, where the theoretical becomes reality, and you begin to see the hard work come together. The site will get its first functionality.

Week 5

Development Works

Ranking is crucial so we begin to structure the platform for marketing and ecommerce revenue. We tighten up the nuts and bolts of your website, ensuring best quality. Monetization avenues are then programmed into an integrated front and back end.

Week 6

Marketing + Campaigns

Search Engineers will now focus on establishing connections with major search engines, structured keyword analysis will be set up, and marketing strategies will be implemented. Customized SEO/SEM campaigns will be created, refined, and deployed.

→ TIMELINE DETAILS

▶ first week ■ ■ ■ ■ ■ ■

▶ PLANNING

brainstorming, wire framing, flowcharts, mind maps

Starting out organized is the key to efficient project management. I first utilize software to brainstorm mind maps and wireframe flowcharts to get a overall 30,000 foot view of the project. I then gather as much resources as possible and see what is practical.



▶ second week ■ ■ ■ ■ ■ ■

▶ PREPARING

prototyping, models, and resource selection

Once the scope of the project has been determined. I begin by setting goals and quantizing those down to tasks, then we assign roles to staff and get tasks assigned. The productivity platform workspace is created and work on concepts and prototypes begin.



▶ third week ■ ■ ■ ■ ■ ■

▶ IDENTITY DESIGN

brand Identity, recognition, credibility, and message

Several possible variations of concepts will be collaborated on and refined until a very strong cohesive corporate identity and branding guidelines are established. Ongoing tuning and polishing will continue throughout the project on core unchanging concept designs.



fourth week ■ ■ ■ ■ ■ ■

▶ WEB DESIGN

ux (user experience) engineering & ui (user interface) design

I coordinate with designers and receive all assets and create some myself. Then a user experience flow is created and then graphical user interface elements adapted to that map. The website is then constructed into an effective working model with brand identity applied.



→ TIMELINE DETAILS

▶ fifth week ■■■■■■

▶ DEVELOPMENT WORKS

website development + expanded functionality, on page seo + analytics

After bug testing and completion of main site content, advanced functionality, custom plugins, and modules are programmed in to expand the sites capability and create a new engaging interactive experience for your visitors. These elements are then tested/deployed.



Completion
Days 29-35

▶ sixth week ■■■■■■

▶ MARKETING MANAGEMENT

seo, sem, ppc, adwords, adsense, affiliate program, promotions, advertisement campaigns, social media managment, backlinks, content writing & syndication

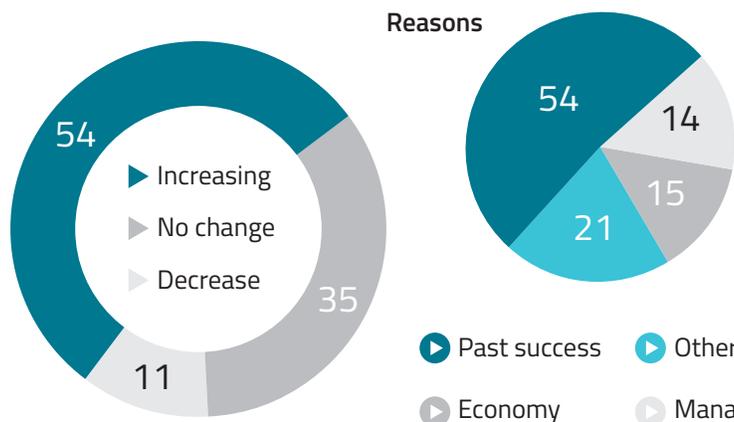
This is the final and perpetually ongoing step in the project that ensures its success. At this stage we have to take into account many variables. I research our audience and tune our marketing campaign accordingly, factors influenced by this research are, locations of ads placed, keywords emphasized, working of PPC campaign, on page SEO and others. Panda penalty algorithm techniques are implemented to work with content to increase the sites Panda score and over optimization penalty (Penguin) is not encroached upon. A multitude of various efforts are initiated, please see SEO Proposal for details.



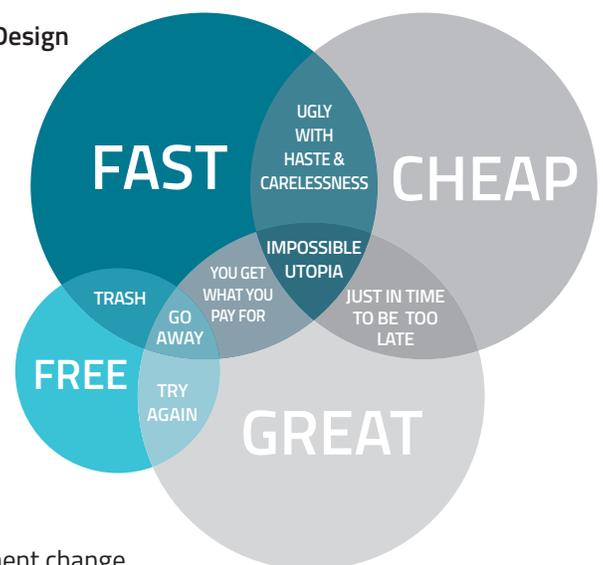
Completion
Days 36-42

▶ INCREASED SPENDING

The majority of businesses are expanding their marketing budget, due to past success.



Design



▶ THANK YOU

Thank you for taking your time to review my resume. I have outlined how I proceed with planned development so that a better understanding of how I work can be gained. Sometimes a simple and short resume doesn't communicate the many factors that go into providing great service.

I have also included my old resume that was created in 2007 and retired in 2008 at the end of this resume in case further details are helpful in your decision.

If you have any questions or need clarification regarding this resume, please do not hesitate to **call me directly** anytime. I look forward to the opportunity of meeting, interviewing, and possibly working with you and your company and to many **successful years** in business.

Sincerely,



Frank Gomez
Senior Designer & Developer

*"The only intelligent alternative to good design is no design, not **bad** design."*

FRANK GOMEZ

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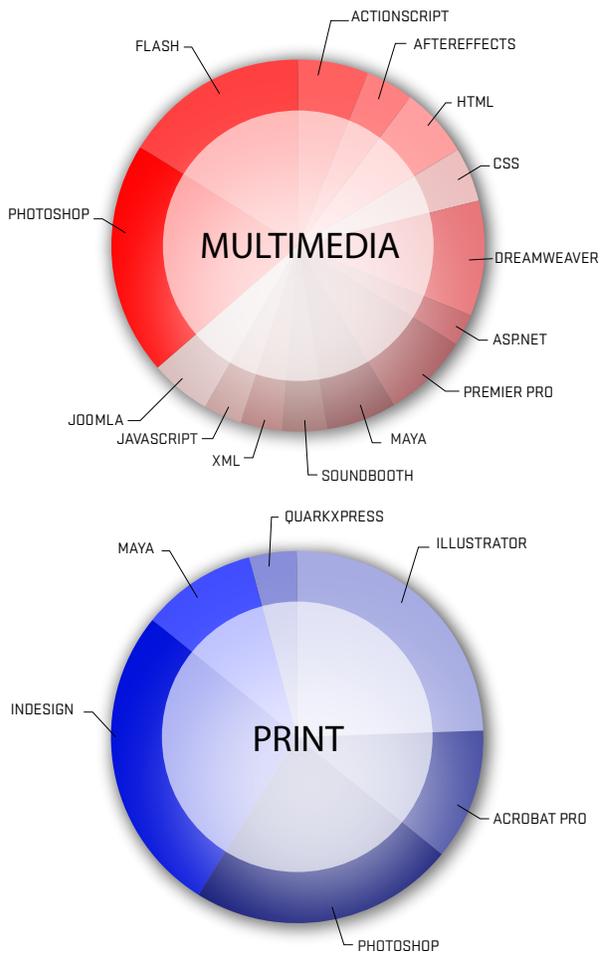
SUMMARY

Developing and designing for web, print, motion graphics, marketing, and graphic design for 7 years. Successfully delivered projects that utilized databases, e-commerce, shopping carts, logos, 3D animation, robust interactive flash animations with Actionscript 2.0-3.0, content management systems, DHTML, CSS, Javascript, Joomla, PHP, ASP.NET, SQL, and dynamic integration with Flash and XML. Exceptional creative abilities and unique progressive style. Experience in managing and directing large corporate projects from concept to completion and SEO / SEM implementation.

OBJECTIVE

To learn, utilize and further my skills in creative design, software development, and team management. Increase knowledge of SEO and SEM techniques, rich motion video integration and editing with custom A/V production. Maintain on the forefront of technologically advanced software using real world applications in an original, creative manner. Refine talents in building robust web applications that enhance user interactivity. Develop innovative fresh new ways for a compelling user friendly graphical interface.

SKILLS



QUALIFICATIONS

Natural leadership and management qualities. Bilingual- read / write Spanish. Excellent communication skills. Responsible for large corporate projects involving managing creative directors, marketing directors, web developers, and graphic artists. Experience in successfully delivering projects from concept to completion with and without support. Completely independent work ethic with meticulous attention to detail. Learned how design and multimedia apply to the psychology of marketing to specific audiences and in general. Developed new logos for large corporations and updated existing sites, redesigned corporate identity and all relevant materials. Established brand standards and style guides for companies. Familiar with story boarding and conceptual art processes. Experienced in developing robust and compelling full flash interactive websites with Flash CS3 and HTML sites with Dreamweaver CS3. Good knowledge of Flash and ActionScript 2.0-3.0 coding and web technologies, Flash Component Architecture, DHTML, CSS, JavaScript, PHP, XML, SQL, and ASP.NET. Produced and developed dynamic Flash sites integrating XML with CSS formatting including database and .NET integration for next generation functionality. Completed and presented media rich flash interactive web presentations with integrated video and Flash Media Server when reliability and emotional factor was of utmost importance. Very successful in implementing search engine optimization techniques with keyword analysis, latent semantic indexing, website architecture, analytics, and Omniture Site Catalyst custom programming in Actionscript 3.0 for flash analytics. Expertise in graphic design and preparing artwork into print ready media, experience troubleshooting digital file challenges and conversion problems for maximum file integrity and output compatibility. Form design and PDF eform technology experience. Command of a vast array of software applications from Microsoft Power Point, Excel, Outlook, Word etc... Computer Aided Graphics programs such as Adobe Photoshop CS3 Extended, Adobe Illustrator CS3, Flash CS3, Adobe Indesign CS3, Adobe Fireworks CS3, Adobe Premier Pro CS3, entire Adobe Creative Suite CS3 Master Collection related applications and tools. Expertise in 3D modeling using 3D software applications such as Truespace, Autodesk Maya Unlimited 8.5. Improved and edited many video games on the market from strategy to first person shooter games. Outstanding math, logic, and troubleshooting skills. Can type 45 WPM. Quick to pick up and adapt to new software and technologies.

EDUCATION

Graduated Class of 2000
Valencia High School Placentia, CA
Cal State San Bernardino
BS in Graphic Design equivalent experience
Completed private and independent online courses involving study of design theory, typography, artistic aesthetics, software applications, programming languages, and information technologies.
Worked with and trained by well seasoned Creative Directors and Marketing Professionals.

FREELANCE EMPLOYER

Brilliant Blue
[Irvine, CA]
Ignite Health
[Irvine, CA]
Creative Kingdom
[Los Angeles, CA]
Other Clients:

WORK DONE

Art Direction for interactive
Art Direction web design
Art Direction for print

CLIENTS

Panasonic, Cadbury, First Team, Northwest Airlines
Fossil, Santa Monica Ford, Direct Lender, Sit'n Sleep
Lilliy Diabetes, Quest Diagnostics, Dexcom Inc, Crystal Magic, Cutting Edge Protection, Travelocity
Atlantis, Bella Vista Wine, Fallen, Direct Lender, J's Paradise, Kottonmouth Industries, Vertical Visions
Infros, Icon Collective, Prometheus Institute, Increase Visibility, Aircraft Interiors Magazine, Avion Magazine, Boeing, Bryant Avionics, American Airlines, Royal Air Moroc, Korean Airlines, EOS Airlines, Saudi Airlines, Fantasy Bridal, and more.

EMPLOYER	DATE WORKED	TITLES AND RESPONSIBILITIES
Innovative Media Solutions imsconsultants.com [Anaheim CA]	10.006 - 12.007	<p>[Senior Designer / Interactive Developer] Responsibilities included:</p> <ul style="list-style-type: none"> Used Adobe Creative Suite CS3 for implementing back-end and front-end Flash design with ActionScript 2.0, 3.0 development Custom A/V production. Application of SEO and SEM techniques Dynamic integration with Flash and XML Work with DHTML, CSS, JavaScript, Joomla, ASP.NET, SQL Dynamic banners and custom graphics Present rich interactive web presentations with integrated video and Flash Media Server Update company form of electronic communication using PDF technologies in Acrobat Present new ideas for media solutions to executives 3D concept art with tight engineering specifications across a broad range of deployment platforms <p>Responsible for directing large projects for portable in-flight entertainment products and professional services. Worked closely with program managers, creative directors, marketing directors, web developers, and graphic artists. Successfully completed assignments such as Aircraft Interiors Expo in Hamburg, Germany delivering project media from concept to completion. Completely redesigned corporate identity and all relevant materials such as brochures, presentations, corporate demos, guidelines, website, integrated flash video programs, and all other associated media. Produced and designed interactive GUI (graphical user interface) for new portable touch-screen in-flight entertainment products (PAV 700, PAV 604) customizing themes for over 14 specific airlines and customers. Created interactive mockups and fully functional GUI's for next generation high end touch screen entertainment devices. Collaborated with programmers for most efficient design architecture and ubiquitous deployment.</p>
Continuous Forms Control Tech Tag & Label [La Mirada CA]	9.005 - 10.006	<p>[Senior Graphic Designer / Flash Developer] Responsibilities included:</p> <ul style="list-style-type: none"> Develop new logos and corporate identities for corporations Brand and style guidelines Reproduce artwork using scanner and other tools for vector final product media Prepare and designed print ready catalogs and brochures Design 3D animations Interactive full flash websites with ActionScript 2.0, 3.0 Dynamic flash banner and ads Content management SQL database driven web sites Upgrade and solve downed workstation problems and load essential software. Design and create product packaging Produce presentation folders, wine labels, posters, and many other types of printed media Hybrid sites utilizing DHTML, CSS, JavaScript, ASP.NET, server side technology Responsible for maintaining and setting up network servers <p>Responsible for final print files for output to press. Prepared artwork into print ready media, troubleshooted digital file challenges and conversion problems for maximum file integrity and output compatibility. Produced form designs and PDF eforms. Visited clients in the field and provided real time designs and received instant feedback and approval. Produced full flash and hybrid sites with flash modules that provided a vast array of interactive experience, from synchronizing flash video with cue points, mathematical analysis and calculations, to dynamically navigating XML notes parsed in flash and formatted with CSS.</p>

EMPLOYER	DATE WORKED	TITLES AND RESPONSIBILITIES
Cal Hac Division of Honda [Anaheim CA]	1.005 - 9.005	<p>[Graphic Designer / Web Developer] Responsibilities included:</p> <ul style="list-style-type: none"> • Create reports of data in a graphical easy to understand presentation. • Prepare graphics for web deployment • Develop user interface. • Flash design with ActionScript 2.0, 3.0 development • Flash banners and ads • Create original templates in Excel to process and report multiple forms of data ranging from labor tracking and hours, to estimating production and reporting efficiency. • Produce highly accurate graphs, portfolios and reports to be discussed in production meetings. • Collaborate with employees to resolve discrepancies and errors that hindered efficient workflow. • Responsible for maintaining and setting up network servers and electronic information technologies.
Trinity Offset [Fullerton CA]	10.003 - 01.005	<p>[Graphic Designer / Web Developer] Responsibilities included:</p> <ul style="list-style-type: none"> • Negotiate and close sale transactions. • Design original artwork and logos for printed media • Flash design with ActionScript 2.0, 3.0 development • Custom A/V production • Prepare and design print ready catalogs and brochures • Create and update websites for upcoming and existing large corporations. • Deal with customer concerns • Make estimates for client commissioned projects.
Private Consulting [Anaheim CA]	2.001 - 1.007	<p>[Graphic Designer / Web Designer / IT Administrator] Responsibilities included:</p> <ul style="list-style-type: none"> • Develop new logos and corporate identities for corporations • Brand and style guidelines • Produce presentation folders, wine labels, flyers, and many other types of printed media • Prepare and design print ready catalogs and brochures • Hybrid sites utilizing DHTML, CSS, JavaScript, ASP.NET, SQL, server side technology • Content management SQL database driven web sites • Flash design with ActionScript 2.0, 3.0 development • Custom A/V production • Application of SEO and SEM techniques • Dynamic Flash and XML integration • Dynamic banners and custom graphics • Design and develop 3D concept art within tight engineering specifications across a broad range of deployment platforms • Recover from data loss due to viruses and system instability problems using professional recovery software (Ontrack) • Upgrade PC platform interface for clients to enhance interactivity • Develop high end user friendly graphical interface including script commands for improved user efficiency, speed, and enjoyment