

Summary

Accomplished Web Designer with a diverse background in visual arts, and a concentration in photography and graphic design. Expertise in brand development and positioning, with an understanding of how design requirements are integrated with a company's business model and product marketing strategies. Provide creative focus and vision while developing all elements of a website. Proficient in incorporating interactive elements in JavaScript, PHP, and CSS. An artist's eye for just the right design balance of simplicity and edge. Employ acute attention to usability and ease of navigation, to craft a user experience that is both satisfying and compelling. See samples of work at <http://gregoryschoen.com>.

Software and Language Expertise

Adobe Photoshop	Adobe Acrobat	HTML
Adobe Illustrator	Adobe Flash	Cascading Style Sheets (CSS)
Adobe InDesign	Microsoft Office Suite	JavaScript
Adobe Dreamweaver	Quark XPress	PHP

Professional Skills

Website creation and administration	Clean, standards compliant coding
Corporate branding	Business-driven design
Content Management Systems	Multimedia integration
Image composites	Seamless navigation
Expert Flash animations with ActionScript	Search Engine Optimization
Design original graphics	Windows and Mac OS experience

Professional History Highlights

Independent Consultant

2012—Present

Web Design - Contract

- Web Designer/Developer for website promoting a massage therapy clinic, Serene Space <http://claresmassage.com>
- Design company logo and provide artwork for printed materials
- Product, edit and optimize all the photography used in the website
- Perform all HTML programming
- Continue to maintain and administer the website on a remote server

Independent Consultant

2010—Present

Web Design - Contract

- Web Designer/Developer for website promoting a local preschool/daycare center <http://peppermintstickcc.com>
- Produce, edit and optimize all the photography used in the website
- Design functionality and all creative aspects of the website
- Perform all HTML programming
- Assist in writing copy for specific areas of the website
- Continue to maintain and administer the website on a remote server

Web Designer and Administrator**Weekenders USA** Vernon Hills, IL**2005—2008**

- Created and administered public websites for all Weekenders companies worldwide
<http://gregoryschoen.com/weekenders>
- Performed localization of web content and applications for branches in UK, Canada, Germany and the Netherlands
- Updated website to reflect the organization's frequently changing product line
- Developed online event registration system for outside sales force
- Executed all web-based communications between Weekenders USA and its outside sales force via its private business-to-business website
- Researched and troubleshoot technical issues for sales force and staff
- Designed, developed and maintained local intranet
- Wrote technical manuals for web-based applications
- Project lead on numerous initiatives including: personal website templates for outside sales force, training videos, and monthly e-newsletters

Web Design Consultant - Contract**knaack.com****2001—2005**

- Graphic Designer for corporate websites, <http://www.knaack.com>, and the Knaack Partner Gateway, a private business-to-business site for outside sales team and distributors
- Developed a fresh, recognizable brand for this industry leader
- Coordinated design work with the marketing department
- Served as design consultant to the Project Manager
- Assisted the writing team with content strategies
- Created all the original graphics for the sites
- Wrote the dynamic HTML code, integrating it with ASP, PHP & PowerHouse Web programming
- Kept the Project Manager well informed on technical issues to aid in decision making
- Created a full multimedia presentation to promote the site

Education**Columbia College – Chicago, IL** Bachelor of Arts – Film/Video**University of Illinois at Urbana–Champaign, IL** Bachelor of Science – Biology

Visit online portfolio at <http://gregoryschoen.com>