

OVERVIEW

As a WordPress designer, developer, graphics, and print production specialist with over 20 years of experience in marketing and advertising, I possess strong problem-solving and analytical skills for my clients. With a keen desire to learn and grow professionally, I am currently looking for new opportunities to work in team environments and increase my skill sets in modern programming technologies.

EXPERIENCE

Libbey Design, Inc.

Orlando, FL

Milestones: Developed an award-winning custom WordPress theme for use by a national company as they acquired new home care agencies in their portfolio. Each theme was customizable and branded to the individual agency.

TK Orlando

Orlando, FL

Milestones: Managed a team to develop a corporate website, four marketing sub-sites, and four tenant sub-sites in Joomla.

Metrovista Printing

Longwood, FL

Terry Kane Orlando

Orlando, FL

Milestones: Orlando Addy, Silver winner for a specialty print piece (production); American Business Communicators, Second Place winner for an annual report (art direction)

Terry Kane Orlando

Orlando, FL

OWNER AND PRINCIPAL DESIGNER | AUGUST 2011 TO PRESENT

I currently provide full-service web design and development services for small to medium-sized businesses. My primary focus is on building beautiful, accessible, and SEO-friendly websites using WordPress.

Much of my current work focuses on designing and developing WordPress websites for home care agencies across the United States and Canada, leveraging user-friendly page builders for less tech-savvy clients. I recently built a custom theme for a variety of doctors' offices using custom post types and custom fields to create a bespoke content management and design experience. Additionally, I provide technical assistance and routine maintenance services for several clients.

Other current and past client industries include engineering, entertainment/TV, home theater, heating/HVAC, law and government, medical research, non-profit advocacy, software, spa, and retail.

INTERACTIVE DESIGNER | OCTOBER 2011 TO DECEMBER 2020

In this contractor role, my primary responsibilities included onboarding new interactive projects within the agency, including project management, design and constructing websites, email blasts, and other interactive mediums.

Further, I provided monitoring and troubleshooting support for internal technology issues as they arose.

GRAPHIC DESIGNER | AUGUST 2011 TO OCTOBER 2011

Responsibilities for this temporary position included troubleshooting and quality control of all incoming files from clients to ensure print-readiness for digital and offset printing, design and creation of creative such as logos and collateral materials, print-supervision, and maintenance and updating of the company's online ordering system.

DESIGN STUDIO DIRECTOR | OCTOBER 2009 TO MAY 2011

In this role, my previous titles of Production Manager and Junior Art Director were combined into one role. My responsibilities included art direction, graphic design, production management, supervising the art department, and handling purchasing and IT support for the agency's computer systems and internal network.

PRODUCTION MANAGER | JUNE 2006 TO OCTOBER 2009

In this new role within the same company, I supervised and managed all print projects within the agency. This included communicating with all stakeholders throughout the process, collaborating with art directors and designers to refine specifications, researching and estimating costs from multiple vendors and suppliers, supervising production, ensuring quality control, and handling fulfillment. Other responsibilities included managing media budgets and negotiating media buys with local and national print and radio outlets.

Terry Kane Orlando

Orlando, FL

JUNIOR ART DIRECTOR | FEBRUARY 2005 TO JUNE 2006

I was initially hired to work closely with a creative team to develop the brand language for a new NYSE-listed client. This role included developing a brand strategy, website, tradeshow booths and displays, ad campaigns, annual reports, and various collateral materials. Other projects included illustrating theatrical promotional materials and designing a specialty print piece for high-end property buyers.

**Worcester Cultural Coalition
Arts District Task Force**

Worcester, MA

FREELANCE GRAPHIC DESIGNER | JULY 2004 TO NOVEMBER 2004

As part of a weekly ad campaign showcasing various cultural events in and around the City of Worcester, MA, I developed a new brand identity for this organization, and redesigned and developed an awareness campaign (including an artists' survey and related marketing materials) to generate awareness and interest in an emerging Arts District.

Market Connections

Worcester, MA

FREELANCE GRAPHIC DESIGNER | AUGUST 2001 TO DECEMBER 2002

In this role I created a new image campaign to showcase a Country Club golf course's property and its amenities to markets beyond their traditional customer base. I worked closely with two photographers, a copywriter, and the printer to ensure final output was satisfactory to the client.

Davis Advertising

Worcester, MA

Milestones: Designed and illustrated two distinct financial advertising campaigns which were nationally recognized in the industry trade publication *Financial Advertising Review*.

SENIOR GRAPHIC DESIGNER | NOVEMBER 1998 TO OCTOBER 2004

Initially hired as a production artist, my responsibilities gradually expanded to include lead design, photo-enhancement, and custom illustration work. I worked on a variety of projects including annual reports, brochures, direct mailers, flyers, folders, stationary, logos, point-of-purchase signage, billboards, newspaper and magazine advertisements, and miscellaneous promotional materials.

In addition, I provided technical support and art direction, worked with print vendors to ensure files were press-ready, acted as a "super-user" to assist the IT department, worked as an account coordinator and, in some cases, sole manager and designer of client projects, supervised several press-checks, developed print estimates, and assisted and/or art-directed several photo shoots.

PRO BONO**Start on the Street
Festival Committee**

Worcester, MA

MARKETING COORDINATOR AND WEB DESIGNER | JUNE 2002 TO NOVEMBER 2004

I was part of the original grass-roots movement help launch and spread awareness of an emerging annual arts festival which is now a yearly cultural event in the City of Worcester. This role included development and production of all marketing materials, development and maintenance of a website and e-mail lists, creation and distribution of press releases.

EDUCATION**Massachusetts College of Art**

Boston MA

BACHELOR'S OF FINE ARTS IN ILLUSTRATION, 1998

Graduated with honors and received the department's Foundation Auction Award.

ADDITIONAL SKILLS

Customer service, retail sales, technical support