

## Website Design/Developer, Print, Video, Presentation Art Director

Name: Chris Falzone

Birthday: 2/25/1975

Medium: Web, Print and Video

Phone: (904) 502-6010

Experience: Designing since 1994

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### Objective:

To obtain a position as a Web Developer/Designer that will allow me to utilize my conceptual and technical skills in Web, Print, Video and Presentation projects as part of a team or team leader.

### Skills:

Print, Web, Video and Presentation Programs: (cs4) Illustrator, Photoshop, In-Design, Quark, Acrobat, Image Ready, Dream Weaver, Flash, Premier, Final Cut Studio, MS Office, PowerPoint and Keynote. Web Coding in HTML, CSS, PHP, XML. Word Press Blogs. Flash AS2 & AS3, Google Map and Search integrations, Search Engine Optimization (SEO) knowledge & Data Base Installations Knowledge. Also excel in trouble shooting Mac OS, Software, Hardware and Network issues. Can work on Mac or PC.

### Work Experience:

#### Swyft Technology – Creative Director / Sr. Developer (Web, UI, Architect)

May. 2010 – Current

Responsible for the Architecture, Concept, Design, Development & Marketing of Swyft Technology (A B-B Software-as-a-service). Created and Maintain Brand across Online, Print & Tradeshow collateral. Also work as a Sr. Developer, Designer & Architect on the Software Development Team.

#### Synergy New Media – Sr. Web Developer/Creative Director

Sept. 2009 – May 2010

Responsible for the Architecture, Concept, Design, Development & Marketing of Casebook.com (An Online Social Network for the Law Industry). Worked with and lead a team of developers in India for the backend development, Also assisted with the coding, SEO, and Testing. Created Managed all Marketing Sites as well as HTML e-mail campaigns & Direct Mail pieces.

#### Appsoft Web Design – Sr. Web Developer

Mar. 2009 – Aug..2009

Responsible for the Concept and Development of Web & Interactive Projects for all clients. Specific responsibilities include: Team Lead/Manager, Web Design & Architecture, Banner Ads, Flash Development, Logo Design & Video Projects. Full understanding of requirement documents. Development of Client Relationships and served as a client contact. Site Development using: PHP, HTML, XML, all CSS layout (No Tables), Flash AS3 Scripting. Ecommerce & SEO Knowledge As well.

#### The Robin Shepherd Group – Art Director/IT Art Director

Mar. 2005 – Mar.2009

Responsible for the Concept and Development of Print, Web & Video Projects for all clients. Specific responsibilities include Web Design & Architecture, Banner ads, Flash projects including interactive CDs and Games, Code and/or site revisions, PowerPoint & Keynote presentations, Audio and video spots, Print, DM, Ads, Banners, Posters, Brochures, Logos etc. Also Direct Jr. Designers on projects.

#### Citi Cards – Contract Web Designer/Architect

Aug. 2002 – Jan. 2005

Worked as a member of UE Team, website architecture and design group. Developed wireframes, sitemaps and designed product websites; also worked on monthly site maintenance. Designed prototypes for requirement and design documents. Consulted with outside agencies, participated in quality assurance checks, worked with inside and outside testing and development groups, designed presentations and updated team intranet on a daily basis.

#### South East Color - Art director/graphics liaison for Orlando-based company.

May 2001 – Oct. 2002

Based at Winn-Dixie Marketing in Jacksonville to give creative support to four marketing directors and transfer finished projects to Orlando production department for print.

#### Netlook Inc. - Sr. Art Director

Mar. 2000 - April 2001

Managed a creative department of four, provided TV channel support, website design and management, oversaw the production of three newspaper publications.

#### Cook Marketing & Communication - Art Director

Feb. 1998 – Mar. 2000

Worked on the following accounts: Duke Energy, Atlanta Falcons, Winn-Dixie, Citrus Bank and Jacksonville Jaguars

#### Freelance Clients

Dec. 1994 - Current

Agency a la Carte, The Robin Shepherd Group, The Dalton Agency, Morgan & Partners, Adventure Entertainment, Stitches & Screens, Verizon Wireless, Complete Copy Service, SPPI Printing, Double Surfboards, Whisnant Surfboards, Surf News Magazine, Sun Coast RV, Carriibbean Connection, Sun Catcher Surf Shop, Venus Swimwear, Coggin Nissan, Gremmies Gear surf co., Steinemann & Co., IUC Cop., and Solar Works Just to name a few!