

# JASON KING | Web & Graphic Designer

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## S U M M A R Y

Jason King is a Web Designer/Graphic Designer with over 18 years experience in *Graphic Design* and 12+ years in experience in *Front-end Web Design* with advanced skills in *Adobe Creative Suite CS2-4* applications, *Dreamweaver, Photoshop, Fireworks, Flash, Illustrator, InDesign and Acrobat*, on *Mac & PC* platforms. Jason's web projects were implemented in technical environments working collaboratively with developers using *ASP, .Net, LAMP, PHP, or JSP*, with version control tools such as *Microsoft Visual SourceSafe*. Front-end coding experience includes *HTML 4.0, XHTML 1.0, and CSS 2.0*, incorporating *JavaScript*. Other HTML and CSS tools used include, *Homesite, TopStyle, Coda, CSSEdit, or hand coding*.

Jason also uses Firebug, FireFox web developer plugins and has also worked with typical LAMP, C-Panel web administration and WordPress modifications and installations. Jason recently completed .Net developer courses, and uses other online resources such as Lynda.com, A List Apart, W3C Schools and keeps abreast of the latest trends through professional user groups.

## E X P E R I E N C E

### DESIGN CONSULTANT

9/2008 – Present | Jason King Design |

As an independent contractor with direct clients, and as consultant on behalf of creative agencies, provided design services for web site design, HTML 4.0 production, email templates, landing pages, microsites, ad banners, web site updates and print design of marketing B2B collateral for clients including:

- Next-Mark (Contract) | Sarasota, FL (05/2010 - Present)  
Consulting on Front-end web design for medical professional websites.
- Geographic Solutions (Contract) | Palm Harbor, FL (10-12/2009)  
Consulting on Front-end web design for Department of Labor and State Workforce websites.
- Progressive Promotions (Direct Client) | Arcata, CA (06/2009 – Present)  
Consulting on web graphics, design and open source e-commerce business solutions.
- HCPro (Direct Client) | Marblehead, MA (02/2006 – 05/2009)  
Web and graphic design for medical industry micro websites and email campaigns.
- Verizon (InfoVision Inc.) | Temple Terrace, FL (09/2008 – 01/2009)  
UI design for provisioning and procurement systems for telecommunications networks, on .Net intranet.

### WEB DESIGNER – WEB PORTAL TEAM (PERM)

5/2007 – 9/2008 | eSignal (IDC, International Data Corporation) | Bedford, MA

Provided web design services in-house for the web portal team, including complete redesign of the ragingbull.com (2.0) website, design support for Futuresource.com, and Quote.com websites.

- **Completed redesign of raging bull.com** from concept to finish in collaboration with eSignal programmers.
- **Designed widgets and supporting graphics** for web portal team websites and assisted in day-to day needs.

### Environment:

Reported to Web Portal Director, worked with Usability specialist, and several in house developers, with regular consultation with the V.P., Chicago and California teams.

## **DESIGN CONSULTANT (CONTRACT)**

3/2003 – 01/2007 | **Jason King Design** | Medford, MA

As an independent contractor with direct clients, and as consultant on behalf of Aquent and other creative agencies, provided design services for web site design, HTML 4.0 production, email templates, landing pages, microsites, ad banners, web site updates and print design of marketing B2B collateral for clients including:

- **Evergreen Investments (Signature Consultants)** | Boston, MA (09/2006 – 01/2007)  
Front-end web/graphic design for internal business application to track and administer business users, in XHTML, JSP, with JS Libraries (script.aculo.us) in an intranet environment utilizing Microsoft Visual SourceSafe for version control.
- **IBM Innovation Center (Analysts International)** | Cambridge, MA (04/2006 – 08/2006)  
HTML and design production for the L.L.Bean website with the IBM innovation design and development team, JSP development environment with Dojo frameworks.
- **MULLEN (Aquent)** | Wenham, MA (03-04/2005)  
HTML production for Turbo Tax email campaign, with simple table based html.
- **MIT (AMPS) Academic Media Production Services (Aquent)** | Cambridge, MA (11/2005 - 03/2006)  
Web design and production of site for the MIT Center for Real Estate Development, utilizing Movable Type, with customized scripts.
- **Allmerica Financial / The Hanover Insurance Group (CDI)** | Worcester, MA (10/2005-11/2005)  
HTML 4.0 production of re-branded Intranet and corporate websites.
- **Interwise Inc. (NDT)** | Cambridge, MA (05/2005 – 07/2005)  
Email templates, web site updates and print design of marketing B2B collateral.
- **MIT (PSB) Publishing Services Bureau (nSight)** | Cambridge, MA (03/30-05/30 2005)  
Web site graphic updates, and HTML 4.0 production of identity standards web site.
- **Optiant Inc. (Direct Client)** | Burlington, MA (03/2003-05/2005)  
Email templates, web site updates, print design and production of marketing B2B collateral.
- **Skyscape Inc. (Direct Client)** | Hudson, MA (2002-2005)  
Web site design, HTML 4.0 production, email templates, landing pages, micro sites and ad banners.

## **GRAPHIC DESIGNER / WEB DESIGNER (PERM)**

6/2000 - 3/2003 | **TrueAdvantage.com** | Southborough, MA, Ft. Lauderdale, FL

Web design and graphic support, with direct reports to the IT director, providing design for database driven lead generation subscription services web site.

- **Redesigned corporate website** from concept to finish within critical deadlines.
- **Developed mock-ups and presentations** for related company partner sites.
- **Produced web templates for data –flow** of database search and results pages.

### **Environment:**

Reported directly to IT Director, worked with Information Architect, and .Net developers, utilizing Microsoft Visual SourceSafe for version control.

## **WEB SITE MANAGER (PERM)**

10/1997 - 6/2000 | **Pegasystems** | Cambridge, MA

Working within marketing department reported directly to Marketing Director, worked closely with senior staff writer, Public Relations representative, HR managers and IT Director. Designed and developed the company intranet and Web Site, including subsequent re-launches. Managed day-to-day web site activities and content refreshes. Lead web site projects and web team members. Researched and managed consultants and vendors, including: web production artists, programmers, service providers, and other value-add services. Recommended procedures and standards for web site workflow and coordinated request from departments within the company.

- **Conducted Web Site validation and assessment testing**, using in house user testing scripts and contracting technical IT testing services for site evaluations on multiple browser and platforms.

- **Managed localization of the corporate Web Site** into French language for the Paris office, with translation services firm.
- **Managed, designed and produced company intranet.** Managed contributors content from all departments, with in-house services and contractors as needed.
- **Brought Web Site design up to professional standards (97-99) increasing traffic threefold,** (results measured via web reporting statistics and **acquired honorable mention in professional trade press.**
- **Managed development of administrative features** for departmental content contributors, using contracted Cold Fusion programmers.
- **Managed vendor relations and negotiated vendor agreements.**

**Environment:**

HTML 4.0 site developed with PHP, and Cold Fusion developers, hosted on LAMP and later ASP servers.

**GRAPHIC DESIGNER / WEB DESIGNER (PERM)**

3/1996 - 8/1997 | **NovaLink USA** (Now **Eprise Corporation**) | Westborough, MA

Designed and produced corporate web sites as a member of the web design and production team, for web sites in the health care, financial and electronics industries, using HTML hand-coding utilizing animated graphics, JavaScript, forms and integrated databases. Worked closely the Art Director presenting site designs to clients, participated in assessment testing of web sites and contributed to production of data based content.

- Worked on design and web production team for cold-fusion based international multi-lingual intranet for **American Express Travel Services Groups.**
- Worked on design and web production team for database driven, drug guides on consumer proto-site for **Harvard Pilgrim Health Care.**

**Environment:**

Reported to Web Design Group Art Director, worked directly with Cold Fusion Developers, and at times assisted in data entry.

**ART DIRECTOR / PRINT DESIGN (PERM)**

3/1994 - 2/1996 | **Exhibit-A Communications** | Burlington, MA

As Graphic Designer and Art Director, provided design concepts, comps to finish on print projects for clients in the high-tech market. Art directed product photo shoots, hired illustrators per assignment and conducted press checks.

- Working with the Marketing Director produced 1.0 release of the **Lotus Selects Web Site.**
- Designed, art directed photography and executed print production of **Lotus Selects catalogs.**
- Designed, art directed illustration and executed print production of **IBM Direct sales literature.**

**E D U C A T I O N**

**THE ART INSTITUTE OF BOSTON, BOSTON, MA** (NASAD affiliated, at Lesley College, Cambridge, MA)  
Graduate of Design and Illustration program (Professional Diploma in Graphic Design and Illustration)

**LAKE PLACID SCHOOL OF ART, LAKE PLACID, NY**  
Fine Arts Studios

**P R O F E S S I O N A L T R A I N I N G**

- .NET Web Development | 10/2009 – 04/2010, **Lasalle Computer** FL-Tampa
- CS4 Flash | 02/2010, **Lasalle Computer** FL-Tampa
- Photoshop World Conference | April 2008, **FL-Orlando**
- Design for Interactive Communication (DIC) | 2001-2002, **Massachusetts College of Art, Department of Graduate & Continuing Education**
- Intermediate/Advanced Macromedia Flash | 8/2001, **Westlake Internet Training, MA-Cambridge**
- CSS, Cascading Style Sheets | 3/2001, **Westlake Internet Training, MA-Cambridge**
- Web Design 2000 - Web Design and Usability | 2/2000, **Thunder Lizard Productions** CA-San Francisco
- Web Trends Essentials | 8/1999, **Web Trends, Portland OR, Professional Certification**