

Michael W. Reeps
114 Williams Street
Staunton, VA 24401
(540) 886-1491
mreeps@verizon.net
<http://www.redtailonline.com>

Summary:

Ten years of experience in all facets of web design and production with extensive experience in hand-coding dynamically driven XHTML/CSS, accessible web sites, Internet marketing, advanced graphic production capabilities, SEO and project management experience.

Education:

BA with honors, Rutgers University, 1997
Major: Visual Art (Graphic Design concentration)

AA, Ocean County College, 1988
Liberal Arts

Experience:

RedWeek.com 10/2004 to Present

I specialize in front-end web design and development using hand-coded CSS/XHTML and advanced JavaScript(jQuery). I also offer expert level Adobe graphic design and production skills, and strong SEO know how. Combined with years of experience in sales and marketing and project management, I compliment any team or individual Internet effort. Currently I am the director of web design and development for RedWeek.com, from the founders of ClassMates.com. I bring years of web production know how, especially CSS/XHTML, graphic design, SEO, project management, and Internet marketing to this dynamic team, assembled from around the country.

CitiGroup (Contractor) 05/2004 to 10/2004

Senior Web Designer for global financial institution. In this position, I created graphic designs for use on SmithBarney.com. My expertise in web graphics was used to create individual page components, page look and feel, user interfaces and animations.

Technical skills included hand-coded XHTML, JavaScript and CSS. Graphic production skills included expert level Photoshop, Image Ready, Fireworks and Flash.

Conexant (GlobespanVirata) 10/2003 to 04/2004

Graphic/Web Designer for leading supplier of broadband communications. In this position, I created graphic designs for print production, tradeshow, and corporate Internet and Intranet web sites. Primary responsibilities were to conceive, design, produce and implement original designs for all marketing materials, while supervising an assistant.

Technical skills included hand-coded HTML, DHTML, and JavaScript. Graphic production skills include expert level Photoshop, Image Ready, Illustrator, Quark Xpress and Flash. Additional software skills include Microsoft Office Suite and Adobe Acrobat.

Tellium 07/01 to 10/2003

Manager Web Marketing & Communications for optical switching solutions provider. In this position, I created and maintained content for Corporate Intranet, Internet and Extranet sites, as well as content for interactive CD-ROM presentations and print projects. As a member of the marketing department, this position required heavy interaction with various business units within the organization, in order to deliver content to our users in a technically sound and financially feasible manner, while maintaining brand integrity. This required project oversight with corporate IT, programmers and outside vendors. Further, it required hands-on, in-depth understanding of database driven sites, including integration, beta testing, and final rollout. Likewise, I have performed the role of project manager from start to finish for such projects as Verity search engine implementation. This powerful tool allows users to search and retrieve hundreds of thousands of documents on an intranet, through an ASP/JAVA application. Additionally, my position required extensive knowledge of site usability, cross-browser issues, site performance, coding standards, reporting and interpreting site statistics, search optimization and more. These skills combined with my excellent written and oral communication led me from my initial web master position to Web Marketing & Communications Manager.

Technical skills required include hand-coded HTML, DHTML, JavaScript, ASP and Flash ActionScripting. Graphic production skills include expert level Photoshop, Image Ready, Illustrator and Flash. Additional software skills include Quark Xpress, Microsoft Office Suite, Adobe Acrobat, WebTrends and Linkbot Exchange.

Monmouth Internet 5/00 to 7/01

Project Coordinator for busy Internet service provider. Responsibilities included the creation and implementation of original web site designs for major corporations (Casio Technical Service), business and personal user communities, and various internal projects in support of our sales and marketing efforts. In this capacity I had heavy contact with customers, as well as the internal business units within the organization, in order to establish requirements and costs for each project. Production teams consisted of a designer, HTML coder, integrator, backend programmer and Q/A tester. As coordinator, I not only performed each task (when necessary), but also tracked production times and costs, and served as the point of contact between the various business groups and the end user. Prior to being named coordinator, I served primarily as web designer, HTML coder and backend integrator.

Technical requirements included creating static and dynamically generated web pages with hand-coded HTML, DHTML, JavaScript, PHP, PERL, MySQL, and UNIX shell scripting. Graphics skills required included expert Photoshop, Illustrator, Image Ready and Flash animations. Additional software skills include Quark Xpress, Microsoft Office Suite, Adobe Acrobat, and Linkbot Exchange.

Keefe Printing 2/97 to 5/00

Graphic Designer and Pre-Press Manager for a busy commercial printing operation. Responsibilities included graphic design for print production, tradeshow, and for the web. Primary responsibilities were to conceive, design, produce and implement original designs for national companies, as well as all in-house marketing materials. As manager I oversaw all phases of pre-press production, including design, proofing, color correction, film output and scheduling. Additionally, I designed and maintained corporate Internet site, as well as web graphics for many customers, in the form of banners, buttons and product images for e-commerce sites.

Graphic skills required included expert level Adobe Illustrator, Photoshop and Quark Xpress. Technical skills required included HTML, JavaScript and Macintosh network management. Additional responsibilities included heavy customer contact, sales support, and direct mail campaigns.

Personal:

US Citizen

References:

Excellent references, portfolio and URLs upon request.