

# Tim Cram

Web Designer

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## Summary

Web designer with hybrid of creative and development experience creating dynamic database driven web sites. Effective at conceptualizing and bringing to life user experiences that reinforce a company's brand and generate a response from the viewer. Trained and proficient in the following:

- Self-starter
- Project Management
- User Interface Design
- Web Site Usability
- Video Editing
- HTML (hand coding expert)
- Photoshop CS3
- Mac and PC Platforms
- Search Engine Optimization
- Flash
- CSS
- Illustrator CS3
- Dreamweaver CS3
- InDesign CS3

Solid understanding of dynamic database driven web design and development. Familiar with scripting languages ASP, JavaScript and ActionScript.

## Professional Experience

### Web Design Manager/Art Director

June 2005 - July 2008

#### SimonDelivers New Hope, MN

- As web design manager and art director, I hired a team of designers and assistant web developers to execute marketing projects for SimonDelivers.com web site, e-mail, print and advertisement campaigns
- Lead design team to advance the company's brand across web, print and television
- Worked with product team (buyers) to market merchandise into compelling web site presentations that generated a response from the viewer
- Brainstormed with designers, developers, senior management and copywriters
- Collaborated in company strategy meetings to setting creative and user interaction strategy

#### SimonDelivers Lead Web Designer/HTML Guru

- Designed and hand coded HTML email campaigns
- Created main interface navigation design and executed with web developers the redesign of SimonDelivers.com
- Designed print, direct mail, magazine ads, post cards while updating the look and feel of all communications to have a coherent brand presence

### Senior Web Designer

July 2004 - June 2005

#### Creative Marketing Minnetonka, MN

- As senior web designer, I created easy to use web site interface layouts
- Hand coded HTML web sites using CSS, Flash ActionScript and scripting languages as needed to complete effective web site delivery
- Tested web sites for cross-platform/cross-web site browser consistency in functionality
- Designed HTML emails, tested and sent with client approval
- Created interactive Flash presentations using ActionScript for delivery via cd-rom and the World Wide Web
- Multi-tasked on many projects and timelines to meet client deadlines and stay on budget

## **Assistant Web Developer**

**October 2002 - July 2004**

### **Carmichael Lynch Minneapolis, MN**

- As assistant web developer, my hybrid experience of working with design and development teams began
- Worked with web site developers to produce dynamic database driven web sites for Porsche North America, Tractor Supply Company, American Standard, Hurd Windows and many more world class organizations
- Created rich media banner ads for Northwest Airlines and Blue Cross Blue Shield
- Hand coded HTML email campaigns for Porsche North America, American Standard and Tractor Supply Company
- Re-Designed Formcia.com web site user interface and main web site section landing pages

## **Internet Technical Support Representative**

**February 2002 - August 2002**

### **US Family.net New Brighton, MN**

- Gained valuable PC hardware and software experience working on technical support team to troubleshoot and find solutions for customer internet access issues.
- Achieved customer satisfaction with excellent communication and troubleshooting skills.

## **Education**

### **The Art Institutes International Minnesota**

**Graduated 2002**

Associate of Applied Science Degree in Multimedia & Web Design

- Winner of Macromedia Academic Web Design Contest
- President's List
- Dean's List