



Julie Cousins

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WEB DESIGN & DEVELOPMENT

Extensive hands on experience in web design & development. Emphasis on the creation of websites from the gathering of requirements to conceptualizing and site mapping through implementation and completion of a project on time and on budget. Ability to work with and lead teams to improve business processes and increase efficiencies. Team leader with experience managing a design team and project groups. Possesses strong communication skills.

Experience

- Website Design
- Site Architecture/Navigation
- Usability Studies
- Project Management
- New Product Launch

Platforms

- Proficient on both Macintosh and IBM compatible platforms

Website Languages

- Raw HTML Coding
- DHTML
- CSS
- Javascript
- XHTML

Development Software

- Allaire Homesite
- Macromedia DreamWeaver
- Macromedia Fireworks
- Macromedia Freehand
- Macromedia Flash
- Adobe Photoshop
- Adobe Illustrator
- Debabelizer
- Metacreation Poser
- Metacreation Bryce 3d
- Metacreation Ray Dream Studio
- Microsoft Office tools
- Microsoft Publisher
- WS_FTP
- Quark Xpress
- Adobe PDF
- experience working with python driver issues

AMERICAN GREETINGS, Cleveland, OH

1997 to present

American Greetings Corporation is one of the world's largest manufacturers and distributors of social expression products generating annual net sales of approximately \$2 billion. The websites have more than two million paying subscribers and tens of millions of unique visitors per month.

User Interface Manager, (February 01 - present)

Manager of americangreetings.com User Interface group responsible for website development on projects such as americangreetings.com, bluemountain.com, egreetings.com, bloombyag.com, hatterchatter.com, yahoo greetings, aol greetings, msn greetings, target greetings, eagents.com, beatgreet.com as well as dynamically created contractual partner variations of the websites and online product sites such as Create & Print and electronic invites.

- Personally designed and implemented the User Interface on numerous websites.
- Planned and developed new projects from gathering customer requirements through implementation of projects under extreme deadlines.
- Assign projects to web designers.
- Responsible for hiring web designers including permanent staff, contractors and freelancers.
- Responsible for training, coaching and developing User Interface staff.

User Interface Manager, Continued

- Managed work of designers in remote locations.
- Led the project management of User Interface group time sensitive projects.
- Worked with web design staff, programmers, marketing, and business owners to develop project plans & assess the technology required to bring projects to fruition.
- Developed site navigation/site mapping of new website projects.
- Provide backup support to direct report web designers on multiple concurrent assignments as needed.

Senior Web Designer, (July 99 - February 01)

Senior Web Designer for americangreetings.com, AOL keyword AmericanGreetings as well as dynamically created partner variations of the website and "card enabled" internal "niche" websites and external partners.

- Planned and developed new projects and completed concurrent projects under extreme deadlines.
- Created websites from artist concept to html page layout, conversion of partner assets, to the maintenance of daily/weekly/seasonal website updates.
- Supervised the work of web design staff to maintain efficiency of shared resources.
- Responsible for finding solutions to browser & platform specific design & functionality challenges.
- Created special promotional pages to increase website traffic and fulfill contractual obligations.

Web Designer, (April 97 - July 99)

Web Designer for americangreetings.com, AOL keyword AmericanGreetings, learninghorizons.com, carltoncards.co.uk, carltoncards.com, carltoncards.ca, gorant.com.

- Responsible for creating the look of numerous websites from conception to implementation concurrently.
- Completed maps of website navigation.
- Creation of miscellaneous graphical assets for internal and partner websites.
- Responsible for updating the look of sites periodically to reflect holiday seasonality.
- Created graphical ad banners for internal and external website placement.

FREELANCE WEB DESIGN**1996 to present****Ductile Iron News:**

Developed Look and feel for www.ductile.org. Also designed cover for Issue no.3, 1998 print edition of Ductile Iron News.

Rosenbluth Vacations:

Created web art assets for www.rosenbluth.com.

EDUCATION

BFA, Studio Arts-Graphic Design, West Chester University 1996