

Becca C. Adams

web designer & front-end web developer

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Summary

I have been designing and developing web sites for over a decade. My expertise lies with an ability to blend creative aptitude and technical know-how to create clean, organized and usable web sites. My experience includes Information Architecture, User Interface Design and Front-end Development.

Design

Calling on a thorough understanding of color theory, web typography and grid-based layouts, I work to visually represent the essence of each client, while enhancing the content and structure of a web site.

Optimally, my creative process begins with usability studies, persona development, low and high fidelity wireframes and site maps, before Photoshop or Illustrator is ever opened.

Development

By thoroughly separating content and presentation, my hand coded pages meet XHTML1.0 strict standards and section 508 requirements and the presentation layer strictly adheres to CSS 2.0 standards. For the more adventurous, HTML 4.0 & CSS 3.

I bring creative thinking to the structured environment of front-end development to ensure consistent cross-browser, cross-platform rendering.

Competency

- User interface layout & design
- E-mail campaigns
- Illustration and vector art
- Photography
- Persona development
- Wireframes, site maps and prototypes
- Usability and audience research
- Adobe Creative Suite (CS - CS4), Photoshop, Illustrator, Fireworks, Dreamweaver, Flash
- XHTML & HTML
- CSS
- JavaScript (jQuery & Mootools)
- Wordpress, Expression Engine
- Metrics & statistical tracking
- Search Engine Optimization
- Coda, TextEdit, Omnigraffle, Visio, iWork 09, Omniture, Google Webmaster Tools, Web Trends, Mac & PC

Experience

Senior Front-end Web Designer

iMedia Communications, August 2008 - October 2009

Lead front-end web designer and developer for a social networking / online publication web site geared toward digital marketers. Responsible for user interface design, information architecture, front-end development for the internet and intranet and e-mail blasts.

Senior Web Designer

Department of Defense, October 2006 - August 2008 (contract)

Lead front-end web designer and developer for the Defense Commissary Agency, the military's grocery store. Responsible for user interface design, information architecture and front-end development for the internet and intranet.

Web Designer

Royall & Company, March 2006 - September 2006 (contract)

Contract web designer for a medium agency working with national colleges and universities. Responsible for transforming direct-mail campaigns into complimentary online campaigns and e-mail blasts.

Experience cont.

Web Project Manager

Land America, January 2006 - March 2006 (contract)

Contract project manager overseeing a full site redesign for a real estate insurance agency. Responsible for the timely completion of all aspects of the project working with 2 art directors, 3 copywriters, 1 front-end web developer and 2 programmers.

Copywriter

Capital One, September 2005 - December 2005 (contract)

Contract writer for a Knowledge Base with the subprime product line used by stateside and overseas representatives. Responsible for maintaining an open dialog with subject matter experts and accuracy of information.

SEO Manager & Senior Web Designer

NetBaldwin, May 2005 - September 2005

Manager for small search engine optimization agency. Responsible for SEO projects and staff, metrics and statistical tracking, client meetings, and design or redesign of new web sites.

Marketing Assistant

Thalhimer, January 2003 - May 2005

Junior graphic designer under an art director for the property management department. Responsible for brochures, flyers, monthly newsletters, new business proposals and Power Point presentations.

Office Manager

Neural Function Analysis, February 2001 - December 2003

Manager for office operations, accounting systems, billing, patient databases and web sites. Responsible for the design and maintenance of two web sites and brochures and business cards.

Web Designer

NetGravy, May 1997 - December 2000

Junior web designer for a small interactive agency. Responsible for design and development of brochure and small e-commerce sites.

Education

ECPI College, August 1999 - June 2000

Computer Science with a focus on web development