

Amy L. Newman – Creative Director
Keep Moving Forward!

Web/Interactive/UI Visual Design/Human Factors Engineer/Project Management

Mobile: 602-402-0015

Studio: 623-533-5703

<http://amynewmanstudios.com>

<http://www.linkedin.com/in/amynewman>

Qualifications

- Highly motivated self-starter Creative Director for all design projects including application, web, print, interactive and media.
- Manage and motivate creative team, professionally and tactfully, while taking initiative to be detail oriented and follow complex procedural directions accurately while managing multiple priorities and meeting strict deadlines.
- Inspire and provide direction to the creative team including designers, copywriters and web developers.
- Able to quickly conceptualize ideas to visual examples for production with a very strong ability to present concepts and pitch ideas to high-profile clients.
- Quote Special Projects and interact with high profile clients managing those projects
- Communicate effectively and follow up with high profile clients and complete multiple ongoing projects within tight deadlines while adhering to budget guidelines.
- Strong problem solving ability and eagerness to keep moving forward in an ever-changing world of technology.
- Highly experienced in hiring and managing a creative team in a corporate environment and performing daily and annual managerial tasks as they relate to performance and team goals.
- Responsible for project analysis and budgeting costs for project completion and task tracking to meet set goals.
- Developed and maintained team meetings and code review sessions for best practices and project implementation solutions.
- Support management in strategic thinking around the marketing goals, corporate branding and advertising efforts.
- Develop and design the interactivity and human factors engineering (HFE) for application usability and web user interfaces (UI) on a global level.
- Expert in creating, driving and maintaining corporate brand identity over a variety of products (multi-task) through template driven and custom marketing materials.
- Developed and maintained user interface requirement specification documentation (UI Spec Doc) for application development including flow diagrams, technical development data, wire frames, visual design and international language/currency impacts of the UI pages.
- Thorough knowledge of PC-based applications such as Dream Weaver, Photoshop, Illustrator, Quark, PageMaker, In Design, Flash and all Adobe CS4 Production Premium products.

- Fluent in web design programming for web 3.0 with tableless CSS, XML, XHTML, Flash, JavaScript and W3C compliancy. Latest example of tableless design in progress here: <http://www.studiomedusa.com/ism/>
- Proficient with MS Office Suite including expert use of Microsoft Visio for wire frames and strategic engineering of site flows.
- Proficient in creating products from digital photography and HD video and the optimization of such media for cross browser distribution and marketing.
- Strong knowledge of cross-browser capabilities and optimization including MAC.
- Proficient at identifying valuable keywords and attaining high search engine optimization rankings for internet marketing
- Solid understanding of version control systems (VCS) and data repositories.
- Solid understanding of Microsoft Expression tools including XAML and Windows Presentation Foundation (WPF).
- Solid understanding of PC architecture and PC hardware peripherals.
- Excellent artist with over 21 years of professional experience in illustration, graphic design and computer graphics.
- Over 20 years experience as a creative director working directly with or in an advertising agencies and marketing departments with responsibility for generating new and creative concepts.
- Over 17 years of professional project management and team building through direct hire.
- Over 13 years experience in application/web design and web team management.
- Excellent animator with over 14 years of professional experience from traditional to flash.

History

05/14/09 – 07/24/09

Digital Artist/Animation & Graphics – Pearson Digital Learning, Chandler AZ

Create, modify and update various digital learning animations for grades K-5. This includes precision timing of action and audio of movies to be placed in a proprietary player with XML language feed. These require high-end use of movie symbol set-up for ease of animation revisions.

- Flash CS3 with XML & AS.4
- Illustrate with Flash CS4 and other Adobe Suite tools as needed.
- Troubleshoot errors in script and devise problem fix for team.
- Track issues in Clear Case and report bugs as well as assign query fixes.

03/12/08 – 11/14/08

Interactive/Visual Design Manager – Intel Corporation, Chandler AZ

Design, document and create the interactivity and visual design for application user interfaces. Responsible tasks include creating application icons, to align with Intel corporate branding, and Windows Vista OS. Work closely with Intel corporate branding (CBID) to develop a common look and feel for Intel applications and tools. Assist in the development of a common library of branded UI elements. I work closely with international teams to assist with visual design, graphic creation, interactive design and documentation of application projects.

- Director of visual design team for Intel brand execution on internal application development.
- Responsible for creating and driving the new Intel brand on the web, as well as Intel intranet, to be launched late 2009.
- Developed visual design specifications doc for Intel branded applications.
- Project management, brainstorming and designing the interactivity/usability and visuals for Intel's 'Thermal Analysis Tool' (TAT) team.
- Responsible for project analysis and budgeting costs for project completion and task tracking to meet set goals.
- Design and create icons/logos for Intel branded applications to be used for products distributed internationally.
- Strong use of protocol, procedures and versioning methods for product development including usability studies and finding documentation using best practices.
- Assist in programming technology and various team requests as needed.

2007 – 2008

Creative Director / Manager – iAmplify
Owner: Amy Newman Studios

Create Multimedia Materials and Websites using XML, XHTML, CSS, JavaScript, Flash Actionscript with 2-D animation, photography and video. Established relationships with traditional production houses, Content Delivery Networks (CDN's), event-planning agencies, interactive design groups and other organizations in order to provide all the services needed to complete any given production.

- Responsible for brainstorming and designing website layouts, graphics, logos and icons for external clients.
- Worked closely with a team of engineers to develop optimized application code for static and dynamic websites.
- Produced high quality UI and websites to support interactive multimedia presentations and training.
- Developed new product marketing materials including design of brand name, packaging and promotional art.
- Developed Requirement Documentation for application development including flow diagrams, technical aspects, international currency impacts and wireframes of the UI pages.
- Creative Director, Artist and Producer - Bethany Hamilton's 90-Day Devotional Series for iAmplifyFaith.com.

2003 - 2007

Sr. Graphic and Web Designer/Web Marketing Director - Forever Living Products Intl Inc.

Design and create International eCommerce sites and Intranet applications from concept to launch. Multimedia Marketing Materials using Flash actionscript with 2-D animation, photography and video. Oversee the creation and maintenance of all graphic, multimedia and layout aspects of the company websites. High profile position requiring outstanding knowledge of international e-Commerce with a strong attention to detail. All sites are offered in over 125 countries globally in over 150 languages of communication.

Hi-lites:

- Manage all International eCommerce corporate websites and applications while documenting, conceiving, creating and designing creative marketing solutions for the same.
- Responsible for tracking and placement of corporate sites for search engine optimization (SEO).
- Manage, motivate and provide direction to other members of the creative team including designers, copywriters and web developers.
- Outstanding knowledge of International e-Commerce with specific language and visual differences that impact communication.
- Responsible for video editing and title creation for DVD distribution formats in PAL, BETA and VHS.
- Responsible for the design, management and production of all multimedia-marketing products.
- Managed and designed the creation of training material and training for content managed applications (CMS).
- Responsible for conceiving, creating and designing creative marketing solutions such as Flash eCards.
- Designed and programmed email marketing materials working with email delivery systems.
- Support management in strategic thinking around the marketing goals, corporate branding and advertising efforts.
- Worked closely with a team of engineers to develop Search engine optimization (SEO) HTML code for static and dynamic websites.
- Conducted regular code review to keep abreast of cutting edge compliancy and web standard upgrades.
- Web Marketing Requirements Documentation (MRD).

2002 - present

Director / Manager - ISM Productions, LLC.

Create Multimedia Materials and Websites using XML, XHTML, CSS, JavaScript, Flash Actionscript with 2-D animation, photography and video. Established relationships with traditional production houses, Content Delivery Networks (CDN's), event planning agencies, interactive design groups and other organizations in order to provide all the services needed to complete any given production.

Hi-lites:

- Responsible for brainstorming and designing website layouts, graphics, logos and icons for external clients.
- Worked closely with a team of engineers to develop optimized HTML/XHTML code for static and dynamic websites.
- Optimize websites and video for hand-held devices and W3C compliancy.
- Creative Director / Web Manager - On Track Computers Inc.
- Produced HTML-based user interfaces and websites to support interactive multimedia presentations and training.

- Flash eCards and custom HTML newsletters for Marketing Product via Newsletter Distribution.
- Developed new product marketing materials including design of brand name, packaging and promotional art.
- Creative Director, Artist and Producer - Bethany Hamilton's 90-Day Devotional Series for iAmplifyFaith.com.

2000 - 2002

Interactive eLearning Developer – Intel Corporation, Chandler

- Design and deliver high quality eLearning (CBT) application training modules for Intel Corp.
- Proficient in advanced UI communication, specifically international.
- Worked closely with team of engineers to develop specific departmental needs.
- Used a variety of multimedia applications to make UI and CBT easy to navigate and understand effectively.
- Assisted technical team with advanced multimedia programming.
- Conducted on-site training for Intel staff on Adobe Image Ready.
- Conducted on-site training for Intel staff on Adobe Flash.

Education

Fall 2007 - 2009

Television & Film Degree Program – Scottsdale Community College, Scottsdale

- Continued education of all aspects of film and video production including camera, lighting, audio, non-linear editing and packaging design for distribution.
- Animation and creation of graphics and visual effects for multimedia applications.
- Application of media for Internet and IT platform distribution.
- Optimization of media for distribution on a variety of platforms available including hand-held technology.
- New High Definition Video (HD) technology including Blue Ray and RED ONE.
- Continued practice on layout of ideas from document to production (pre-production).
- Continued practice of Adobe Suite Technology to produce multimedia products and applications for major release distribution.
- Cumulative GPA – 4.0

Spring 2005

Spanish 1 - Scottsdale Community College, Scottsdale AZ

- Class relates directly to UI design for the understanding of language in design.
- Ability to communicate with Hispanic and Spanish-speaking co-workers and customers.

04/03/2000 – 06/02/2000

Web & Multimedia Certification – University of Advanced Computer Technology, Phoenix

- Web and application design and layout.
- Internet programming with HTML, DHTML, CSS, JavaScript, Action Script, and Lingo.
- Flash vector graphics and animation.
- Director development for multimedia and eLearning.
- 3D graphics using 3D studio MAX
- Adobe suite of graphics software for web optimization.

Spring 1985 – Spring 1987

Bachelor of Arts Program – Arizona State University, Tempe

- Received the 'Board of Regents Scholarship' for fine art.
- One of 12 students out of over 300 to participate in the first computer design class at ASU.
- Member of the 'Dean's List' for outstanding academics.
- Member of the 'Key Club'.
- Listed Phi Beta Kappa.

Fall 1978 – Fall 1981

Associate of Fine Arts Program - Scottsdale Community College, Scottsdale AZ

- Member of the 'Dean's List' for outstanding academics.
- Received the 'Outstanding Achievement' award.
- Listed Phi Beta Kappa.

References

- Todd R. Ellermann – Director of I.T. and Web Development – 805-850-8044 (former manager with Forever Living Products)
- John Spencer – Owner & Principal, Fountainhead Staffing - 480-248-2300
- Alena Jes – Human Factor Engineer, Intel Corp. – 480-570-8829
- David Koontz - Owner & Principal, Rising Tide Software - 602-714-1147
- Tom Killip – Owner, Killip Land Planning - 602-955-3661