

Aimée Whatley

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EXPERIENCE

Freelance

Create standards-compliant CSS sites using a variety of CMS platforms for small- and mid-sized companies. Create intuitive, user-friendly interfaces utilizing best practices in information presentation, web graphic design, and implementation.

Interactive Designer, CMD Agency 2007-2010

Redesigned international JELD-WEN sites for localization, standards-compliance, and adherence to masthead U.S. site design standards. Provided feedback on accessibility issues of design. Led program to create 'CSS Zen Garden' for company intranet site. Coordinated 'brown bag' sessions to educate designers in benefits of CSS design. Designed XHTML of company Intranet site for universal design. Implemented 'CSS Zen Garden' program for CSS switcher of intranet site, allowing users to customize their experience.

Adjunct Professor, Art Institute of Portland, 2008-2009

Taught classes on CSS Scripting and Web Typography in Fall, 2008 and Spring, 2009.

Art Director, MasterPlans, 2008

Created Google adword campaign that resulted in .08 conversion rates. Redesigned corporate sites according to ADA guidelines. Redesign resulted in 200% growth in online sales over 2 months. Designed and coordinated national print and web ad campaign. Led other designers in maintaining brand standards.

EDUCATION

Bachelor's of Science, Photography with an Emphasis on the Human Subject
University of Minnesota

Certification, Information Design
OnlineLearning.com

Advanced Photoshop
Pacific Northwest College of Art

Beginning PHP & MySQL
Portland Community College

SKILLS

- Photoshop 'guru'
- CSS 2 and 3
- XHTML and HTML-5
- jQuery
- Wordpress
- PHP
- Flash AS 2 and 3
- Information design and assessment
- Accessibility auditing for ADA compliance
- Passion for and knowledge of web typography issues; specifically in relation to identity on the web and information presentation
- Web content writer and proofer