

# Amy Stoddard

Web Designer & Developer

## Email

amy@amystoddard.com

## Portfolio

www.amystoddard.com/work

## Biography

I am a 31-year old graphic designer and programmer with 10 years of development experience. I received my B.S. in Biopsychology and Cognitive Science from the University of Michigan, Ann Arbor in 2000. My fourth-year Director/Lingo professor recognized my talent and offered me a job as an ActionScripter for Gyro Creative Group in Detroit, Michigan, where he also served as a programmer. This spawned my career as a web developer and seeded my love for graphic design.

My career has taken me from Detroit, Michigan to Orange County, California and now to Seoul, South Korea. I am currently seeking creative and programming freelance opportunities. I'm a problem solver, excellent at envisioning information, and build sites with easy editing and growth in mind. I also enjoy writing and teaching.

## Education

### University of Michigan (1995-2000)

#### Bachelor of Science in Biopsychology & Cognitive Science

Two semesters animating and programming in the Film School. Cognitive science concentration also laid the foundation for basic recognition patterns, which translates well to user interface design.

## Employment

### Freelance Designer/Developer (August 2008-Present)

[www.amystoddard.com](http://www.amystoddard.com)

I'm freelancing full-time for global clients, using my 10 years of experience to benefit small and medium-sized businesses.

### White Barn Group (January 2007-August 2008)

Interactive Art Director | [www.whitebargroup.com](http://www.whitebargroup.com)

Hands-on designer of sites 3 pages to 50+ pages. Led research, wire-frame development, photography sessions, compositions and template production in HTML/CSS/Javascript and ActionScript. I worked closely with Senior PHP programmers and could jump in at a moments notice to add and edit code. Integrated mail marketing tools to web-sites and developed many email marketing templates. I also designed for print.

### Rhythm Interactive (January 2005-January 2007)

Junior Designer | [www.rinteractive.net](http://www.rinteractive.net)

Responsible for designing sites and slicing existing comps into HTML/CSS/Javascript. Handled all email marketing design and registration integration within existing sites. Responsible for editing sites in Joomla and OSCommerce. Created several microsites and elemental site enhancements using Flash and ActionScript 2.0.

## Skills

### Software & Languages

*Master* of Dreamweaver, Photoshop, Illustrator, InDesign, sIFR 3, JQuery, ActionScript 2.0 / Flash, HTML, CSS 2, MailChimp email marketing, Screenflick/Screencasting, Word, PowerPoint, Acrobat. *Competent* in PHP, MySQL, and Expression Engine. *Familiar* with After Effects.

### Design

Strong eye for color, typography and competent in grid-based design. Understands layout requirements and constraints for translating a design to HTML and CSS. Exceptional ability to design a beautiful composition that's still search engine (SEO) friendly.

### Web Development & Production

Excellent follow-through in all stages of web development. Great communication skills and quickly proves physical distance from clients doesn't matter. Responds well to client involvement during Ideation, Research, Wireframing, Composition, Production and Maintenance. Not afraid to jump into existing code and resolve issues. Capable of setting up all aspects related to web development: server set-up, email set-up, mail-marketing set-up, and maintenance and site promotion channels.

### Teaching

Establishes patience and is willing to educate clients until they are clear of what they want and need. Quick to offer suggestions for working within a budget, while delivering exceptional results. Empowers clients with an overview of the site development process so they can make an educated decision, regardless of whether they choose to work with me. Clearly communicates the limitations of existing technology to prevent future problems due to hasty, short-sighted decisions. Willing to go above and beyond expectations to maintain relationships. Takes time to fully train client's to use content management tools through screencasting and 1-on-1 instruction.

## Awards & References

### University of Michigan

Film Department "Best in Show" Advanced Animation

Excellent References Upon Request.