Zaida Jocson

Web Design, Front-end Web Development

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http://unstyle.com

Profile

Web designer with over 9 years of experience. I have worked with large corporations as well as one-person small businesses. My clients include major media companies, Fortune 500 companies, government organizations and non-profits. My experience includes enterprise-level web and interface design as well as project management. I have technical proficiencies in HTML, CSS, and most major multimedia design software.

Experience

Freelance Web Designer; Washington, DC — 2004-present
Primary designer and art director on countless web projects of various sizes.

Work proficiently with various content management systems (php/mysql based) to produce CSS-based layouts.

Interface with clients to determine design needs and objectives as well as to develop timelines and project plans, within budgets.

Provide motion graphics and flash deliverables as required and appropriate.

Senior Interface Designer, Proteus; Washington, DC — 2001-2006
Concept Design and production on many web projects of various sizes.

Led design teams on web projects during the storyboarding, planning, design, and production processes.

Either developed or worked within existing branding schemes to optimize results, acting as online brand design lead for many clients, including Fortune 500 companies.

Developed websites which have successfully communicated client objectives through sophisticated content management systems.

Wrote or edited web site documentation such as test plans and requirements as required.

Lead animator, responsible for motion graphics on many projects.

Graphic Designer, Proteus; Washington, DC — 1999-2001
Developed online advertising and graphics for corporate clients, nationally and internationally.

Developed web sites and micro-sites for various clients and online media outlets.

Worked with creative director to bring large design projects to completion.

Performed quality assurance testing as required.

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Education

George Washington University, Washington, DC — Coursework in Interactive Multimedia and Web Design, 1998-2000

George Washington University, Washington, DC — B.A. in Art, 1995

Skills

SOFTWARE AND TECHNOLOGY: Adobe Photoshop, HTML and graphics optimization for the web, CSS and JavaScript; flowcharting software (OmniGraffle, Visio); Adobe Flash; BBEdit

Demonstrated experience using applied typography, color theory and layout for online media; excellent workplace and client-oriented communication skills; usability and heuristics evaluation; storyboarding and wireframing

Referrals

Available upon request.