

## MARK FLYNN

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Title: **Senior Web Designer**

### SKILLS & STRENGTHS

- Web Design
- Fluid/Responsive Design
- Hand-written code
- Email Campaigns
- Direct Marketing
- A/B Testing
- Effective communicator
- Attention to detail
- Creative thinking
- Project Management
- Organization
- Leadership

### SOFTWARE & ONLINE TOOLS

- Photoshop
- Illustrator
- InDesign
- Dreamweaver
- Flash
- Microsoft Office
- Expression Web
- Visual Studio
- Optimizely
- Drupal
- Sharepoint
- Litmus
- 5pm

### WORK EXPERIENCE

#### EDUCATION DYNAMICS \* Seattle, WA \* 2011-2014

*A marketing services and technology company dedicated to matching students to the right program at the right school*

##### Lead User Experience Designer

Responsibilities included managing contract employees, providing designs for Web sites and email campaigns, collecting analytics on all creative work, providing weekly reports to upper management and meeting with internal and external clients

- Redesigned <http://www.earnmydegree.com> and <http://www.elearners.com>
- Designed a multitude of landing pages and graphics for <http://www.educationconnection.com>
- Owned all design, code, and test work for email campaigns involving EarnMyDegree, eLearners, EducationConnection and more
- Created and edited Web pages, using hand-written HTML/XHTML, CSS, JavaScript and jQuery within online tools such as Drupal and Optimizely
- Designed and coded fluid/responsive email campaigns, using hand-written HTML/XHTML and CSS
- Optimized email code to work in all platforms, browsers, desktop clients, mobile devices and tablets
- Tested email code in Litmus and collected campaign data results from corresponding teams to assist in design optimization
- Designed static and Flash animated Web ads, using Adobe Creative Suite, for Media and Marketing Teams
- Held weekly meetings with Creative Team to discuss analytics on live creative work, critique current designs, review designs from competitors and brainstorm new ideas
- Worked individually and with other teams, including Marketing, Media, Search, Tech, Compliance and copywriters
- Reviewed Designer resumes for new hires and participated in the interviewing and hiring process

#### MAQ SOFTWARE \* Redmond, WA \* 2007-2009

*A digital marketing and technology solutions company primarily aligned with Microsoft Corporation as a Microsoft Preferred Supplier and a member of the Microsoft Partner Network*

##### Graphic/Web Designer

Responsibilities included providing designs for internal and external Microsoft Web sites, owning email campaigns, meeting with Microsoft employees almost daily and managing projects

- Managed overseas teams to ensure completion of products on time and with top quality
- Designed and edited live/production Sharepoint Web sites for various Microsoft teams, using hand-written HTML/XHTML, CSS and JavaScript
- Owned weekly newsletters for Microsoft legal team
- Owned monthly newsletter that was sent to all Microsoft employees worldwide
- Designed and coded email campaigns and newsletters, using hand-written HTML/XHTML and CSS
- Optimized email code to work in Microsoft email software
- Designed ads and graphics for third party Web sites
- Communicated with external clients and encouraged weekly feedback to achieve the best product and highest satisfaction throughout the entire production process
- Worked in the Microsoft internal tool, Shop CMS, to create Expert Advice articles and Buyers' Guides for MSN Shopping

**MEDIA, INC. \* Tampa, FL \* 2006-2007**

*A full-service, design-driven marketing creations company*

**Graphic/Web Designer**

Responsibilities included providing designs for multiple external clients and producing company marketing materials

- Created graphics, logos, ads, brochures, postcards, newsletters
- Created Web sites, using hand-written HTML/XHTML, CSS and JavaScript
- Created Flash Web sites

**FINISH STRONG, LLC \* Tampa, FL \* 2005-2006**

*An apparel company that provides men, women and children with a inspirational and motivational platform for life, sports, business and spiritual well being*

**Web Designer**

Responsible for all email campaigns from start to finish

- Created all graphics and ads for email newsletters
- Modified and retouched product shots and stock photos
- Added Hitbox code

**EDUCATION**

**International Academy of Design & Technology, Tampa, FL \* 2004-2006**

*Bachelor of Fine Arts, Graphic Design – Magna Cum Laude Graduate*

Received Certificate of Excellence in 2006

**Hillsborough Community College, Tampa, FL \* 2001-2004**

*Associate of Fine Arts, Graphic Design*

**Gaither High School, Tampa, FL \* Graduated in 1999**

College Preparatory Diploma