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Laura Russell

Objective Creative, accomplished, and conscientious web designer/html developer seeks new opportunity.

Strengths and Skills Proficient in HTML, XHTML, CSS, Photoshop, Microsoft Office and MAC OS. Strong Web Designer. Intermediate in Illustrator and InDesign. Basic WordPress. Basic jQuery. Basic Flash. Basic Visio. CVS and basic UNIX commands. Basic Print and Typography experience. JavaScript and PHP friendly. Most comfortable in a modular, Ajax environment. Some Ruby on Rails and some .Net experience. Exposure to Perl and Mason Scripts, Java Server Pages, and general server and database issues. Exposure to MySQL.

Strong conceptual knowledge of website development and management, from design to technically focused aspects.

Superior time management skills with the ability to work independently or as a team.

A driven work ethic complemented by strong interpersonal, oral and written communication skills.

Key Accomplishments Routinely delivered html emails under tight deadlines at Green Dot Corporation.

Trained various clients such as The Kuhn Group and Five Point Capital on Silverpop.com's robust marketing platform.

Helped reduce Snap.com downloading speed by approximately 60%.

Reduced Snap home and search pages by 38K.

Established Web 2.0 Standards at Snap.

Continually delivered assignments under aggressive deadlines at Snap.

Revitalized Evite.com invitation design gallery to user and management requests within 3 months of initially being hired.

Redesigned Evite.com twice.

Designed hundreds of Citysearch small business websites.

Created and maintained the interdepartmental Citysearch Photo Library while performing normal daily duties.

Trained new designers in Citysearch systems and Photoshop.

Co-developed and defined the start-up Citysearch Updates Team.

Relevant
Experience

WEB DESIGNER & HTML DEVELOPER: March 2008 – present

Los Angeles, CA

Some Freelance Clients Include:

Five Point Capital
Green Dot Corporation
The Kuhn Group
Kwazoo
Learner's Digest
Weiser Creative

HTML DEVELOPER/DESIGNER: Aug. 2004 – March 2008

Pasadena, CA

Snap.com at **Idealab**
Manager – Paul Angles

WEB DESIGNER: Aug. 2002 – May 2003

Los Angeles, CA

EVITE
Manager – John Foley

WEB DESIGNER: March 2000 – Feb. 2002

Pasadena, CA

Citysearch Media Team
Manager – Michael Hirsch

WEB DESIGNER: Jan. 1999 – March 2000

Pasadena, CA

Citysearch Operations and Partner Team
Managers – Dana Brail and Holly Ann Burns

WEBSITE UPDATER: June 1997 – Jan. 1999

Pasadena, CA

Citysearch Operations
Manager – Angie Putman

Education

Pasadena City College: Graphic Arts and Digital Media Certificate Program

Los Angeles City College: Cinema Arts Certificate Program

Indiana University: B.A., English Literature, Theater & Psychology