

Summary

Information professional with a specialization in Web design and development. Focus on usability, user-centered design and information architecture. Background in research and information management. Flexible, creative, and detail-oriented.

Professional Strengths & Achievements

Web Design & Development

- Experience designing and maintaining Websites: marketing/e-commerce and informational
- Development of information architectures: navigation systems, wireframes
- Performance of Website/Intranet needs assessment analyses, site audits and usability testing
- Strategize on Website and application enhancements
- Strong grasp of the application of Web 2.0 technologies
- Experience working with databases and Content Management Systems (CMS), including content integration and template development
- Knowledge of Web accessibility
- Design digital marketing materials: graphics, banners, landing pages, broadcast emails/newsletters, e-forms
- Understanding of Search Engine Optimization (SEO)

Research & Information Management

- Experience interpreting and evaluating Website analytics/statistics
- Online information retrieval and competitive research skills
- Knowledge of online information content management and development
- Experience providing reference services in an academic environment

Communication & Project Management

- Project management experience gained through the involvement of team/committee and freelance projects
- Proficient in managing multiple projects at one time; excellent organizational skills
- Experience coordinating business requirements between business units
- Strong written communication skills refined through extensive writing and editing experience: style and instructional guides, summarizing articles and reports, translating
- Independent and adaptable, enhanced by working and studying abroad
- Highly detail-oriented

Presentations & Education

- Presentations and workshops:
 - **Wikis**, May 2 & 4, 2007, Seneca College
 - **Basics of Web Design**, May 9, 2007, Seneca College
 - **Introduction to Flash**, June 6, 2007, Seneca College
- Involved in the development of educational initiatives for Seneca College's library staff to promote new technologies/Web 2.0

Languages

- Fluent in German, oral and written
- Obtained German Language Diploma I & II
- Reading knowledge of French

Computer

Technologies & Languages: HTML / XHTML, DHTML, CSS; familiarity with Javascript, ActionScript, PHP/MySQL; introduction to XML

Multimedia & Authoring: Adobe Dreamweaver, Flash, Director Shockwave, Premiere, After Effects

CMS & Open Source: Rhythmyx, Wordpress, Drupal, CubeCart

Graphics: Adobe Photoshop, ImageReady, Illustrator, Fireworks, InDesign

Other: MS Office, MS Visio, MS Project, WebTrends, Adobe Acrobat, FileMaker Pro

Employment

Jun 2003 - present	Freelance Web and Information Designer / Consultant
Jan - Dec 2007	Seneca College of Applied Arts & Technology: Web & Digital Services Librarian (1 yr contract)
Jan 2004 - Dec 2006	ING DIRECT: Internet Content Coordinator, Online Marketing
Oct 2002 - Jan 2004; May 1998 - Jun 2002	Co-Mar Management Services, Inc. Deutsche Messe AG in Canada (Cdn Rep. for Hannover Trade Fairs)
Jun - Aug 2002	Lufthansa Technik AG, Hamburg, Germany (internship)
Apr - Aug 2001	Canadian Centre for Philanthropy: Library Database Editor

Education

University of Toronto:

1999 - 2001	Master of Information Studies (MIST), Library and Information Science Stream
1993 - 1998	Honours Bachelor of Arts, Specialist: German Lang. & Lit.; Major: Fine Art History
1995 - 1996	Third-year Study Elsewhere Program at Humboldt Universität, Berlin, Germany

Sheridan Institute of Technology & Advanced Learning:

2002 - 2003	Interactive Multimedia, Post-Graduate Program
1999 - 2001	Fine Art Fundamentals Certificate

Professional Development

- Oct - Dec 2006: **Mastering Web Searching,** Professional Learning Centre, University of Toronto
- Apr 2006: **Writing for the Web,** Professional Learning Centre, University of Toronto
- Feb 2006: **Bloggin' Seminar,** CMA (Canadian Marketing Association)
- May 2005: **Search Engine Strategies 2005**
- Mar 2004: **Project Management Breakthroughs,** Project Management Institute
- Feb 2004: **Adobe E-Forms,** Harper Burnham & Associates
- **Member,** SLA (Special Libraries Association), Toronto Chapter
 - **Director** (2008, 2009)
 - **Webmaster** (2003 - 2007)
 - **Website Liaison** for the Event Programming Committee (2002 - 2003)
 - **Event Programming Committee** (2001 - 2002)
- **Award:** Member of the Year, SLA Toronto Chapter (2003 - 2004)
- **Member,** Toronto Interacts (Usability Professionals' Association)