

Laurence JOHN STON

CAREER OBJECTIVE

Advocate of good and meaningful design seeking a good home within a company that embraces all web and print mediums. Will bring fresh perspective and plenty of coffee brimming with new ideas and solutions. My ability to thrive independently and with a team coupled with strong client-company relations, I will continue to uphold and enhance your company's way of life.

EXPERIENCE

Web Developer, Miva Merchant, San Diego, California 9/2008-Current

Create dynamic e-commerce sites for clients to increase online sales using the latest Miva Merchant platform. Clients include Suncoast Auto Parts, Microframe, Mother Love, 98% Angel, Snapware, Baby LoveWrap and more.

- Create websites in HTML and CSS from Photoshop design files
- Develop dynamic XML slideshows using the latest in jQuery libraries
- Perform additional functionality to increase conversion rates with JavaScript
- Lead the optimization of product and content pages using best practice SEO
- Teach clients how to utilize the Miva Merchant platform as well as mentor new team members
- Continuously communicate with team and clients on in-house improvements and new technologies
- Develop web friendly optimized graphics and site features for image swap, zoom & attribute color swap
- Test and review quality of work for cross-browser compatibility

Senior Web Designer, Apartments 24-7, Poway, California 3/2005-6/2008

Lead Designer in creating individual apartment community web sites for industry-leading multi-family management companies. Performed web site quality control and daily management for entire database of over 1,300 websites.

- Created interactive web sites using companies proprietary template-based system
- Used HTML, CSS and Flash to create custom designs that were outside of the template-based system
- Designed site maps, floor plans, site designs and logos in Illustrator and Photoshop
- Provided clients with stellar customer service regarding daily maintenance and custom requests
- Daily collaboration with the Production Manager and team members on new technologies and project goals
- Trained and mentored new team members on company standards and design guidance

Graphic & Web Designer, Resource Marketing, Encinitas, California 9/2003-12/2004

Designed print, web and interactive media such as POP materials, autograph posters, dealer signage, calendars, event and product release flyers, brochures, web banners, magazine advertisement.

- Designed and managed graphic layout for print design for clients such as FTM, Vicious Cycles, and KPRI Radio
- Streamlined press releases and rider profiles to industry and media
- Work directly with national and regional publications for annual ad placement within budget and on schedule
- Updated and managed www.KTMUSA.com and other company sponsored web sites

Graphic Designer, KTM North America, Inc., Temecula, California 2/2002-9/2003

Designed Red Bull/KTM Race Team graphics in Supercross, Motocross, Supermoto, Enduro and other events. Produced corporate identify collateral such as press kits, pit passes, brochures, catalogs and autograph posters.

- Created marketing materials including full-color catalogs, posters, flyers, CD-ROM and Point of Purchase
- Developed all company graphics elements upholding Global Corporate Identity
- Worked closely with print companies within pre-production and press checks for excellent quality control
- Scheduled photo shoots with apparel and product for national catalogs and brochures
- Updated and managed www.KTMUSA.com web site daily with race reports, product knowledge and parts

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Graphic Design Internship, First Virtual Communication, Nashua, New Hampshire 6/2001-10/2001

Internship role as a in-house graphic designer for a global video conferencing company. Assisted the Marketing Manager on various product releases, internal communication and advertising

- Designed corporate identity campaign
- Created stationary packaging, logo and other marketing items such as flyers, web banners and newsletters
- Increased brand awareness for video conferencing software

EDUCATION

BA Graphic Design, Keene State College, Keene, New Hampshire 1997-2001

- Achievement of Dean's List
- All American Academic Athlete
- Studied abroad at Art & Design University of Wolverhampton, England 1999-2000

SKILLS

- Senior command of HTML5, CSS, XML, JavaScript, jQuery
- Strong proficiency in Adobe CS5 Suite including Photoshop, Dreamweaver, Flash, InDesign, Illustrator
- Ability to create Flash sites, banners & slideshows using AS3 programming
- Proficient in Microsoft Word and Excel
- Strong attention to detail
- Ability to manage and prioritize multiple projects
- Miva Merchant 5.5 and PR7 developer architecture knowledge
- Web 2.0, XHTML5 compliant
- Experience in writing product descriptions and compelling marketing copy for SEO
- Excellent writing and communication skills

REFERENCES

Kimberley James

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