



## EXPERIENCE

**AvantGo Inc.**  
June 2000 - July 2002

### **Senior Web and Graphic Designer** (*Marketing Communications Division*)

Managed creative services for marketing communications organization. Projects included online product demos, HTML emails, online and mobile (PDA) advertising creative, tradeshow graphics, and suite of product and corporate collateral.

Managed the creation of the e-commerce site.

Acted as an interim Creative Director. Responsibilities included comprehensive creative project, budget and vendor management.

### **Senior Web Designer** (*Product Development Division*)

Designed, produced, and maintained the corporate web site including the AvantGo Mobile Internet Service section of the site, supporting over 5 million registered users.

Customized the corporate site to support international communication needs, with a focus on German and French.

Worked with partners to seamlessly integrate external stores into AvantGo web site.

Defined the AvantGo style and created the AvantGo style guide in both web and print format. The style guide encompasses both online and off-line media.

Worked with product managers and marketing managers to quickly re-launch the corporate web site. Delivered a revised site in less than two months, reflecting revised corporate strategy and product positioning.

*Awarded a CEO Choice Award of recognition for outstanding quality of work and ongoing dedication.*

**Della.com**  
(*now WeddingChannel.com*)  
August 1999 - May 2000

### **Web Designer and Producer**

Responsible for design for several sections of the company's websites—DellaWeddings.com and Della.com

Designed online advertisements including buttons, banners, and HTML emails

Produced HTML for banners, emails, and web pages

Appointed to a cross-functional team created to facilitate all aspects of the company's marketing, promotions, and customer communications

Worked with multiple teams to create retail partner stores on Della.com and DellaWeddings web sites

**Offroad Capital**  
July 1999 - August 1999

### **Web Producer**

Built and maintained the corporate web site.

**Bigstep.com**  
February 1999 - July 1999

### **Quality Assurance**

Tested and consulted on usability, design, and functionality of Bigstep web site.

**Landkamer Partners, Inc.**  
November 1998 - February 1999

**Designer and Production Specialist**

Designed, built and maintained the company's web site

Designed web sites, printed graphics, and corporate identity for corporate clients including ILOG, Verilink, and Verisign.

January 1996 - November 1998

**Freelance Graphic & Web Site Designer** (*United States*)

Selected client list includes: Disney Interactive, Mattel, Venus Jewelry, Landkamer Partners, Inc.

**C.R. Laurence Co.**  
June - December 1995

**Graphic Artist and Video Producer/Editor**

Directed promotional videos and edited footage on a proprietary non-linear editing system.

January 1991 - March 1992

**Freelance Graphic Designer** (*Thailand*)

Selected clients list includes: MIT Progress Co., Ltd., Palmalee Beach Hotel, Laem Chabang Port Authority of Thailand

**Lasco Co. Ltd.**  
March 1990 - December 1990

**Graphic and Package Designer**

Designed graphics, product packaging, promotional materials, counter and point of purchase displays for corporate clients.

**EDUCATION**

March 1992 - July 1993

**Master of Science in Graphic Art Systems**

Rochester Institute of Technology, Rochester, New York

March 1985 - March 1990

**Bachelor of Architecture in Industrial Design**

King Mongkut Institute of Technology, Lardkrabang Campus, Bangkok, Thailand

April 1994 - March 1997

**Certificate in Computer Graphics emphasized in Interactive Multimedia**

UCLA Extension, Los Angeles, California

**TECHNICAL STRENGTHS**

Web Technologies

Proficient at hand-coding advanced HTML

Working knowledge of varied web technologies including DHTML, ASP, PHP, and Mason Familiar with scripting languages including Javascript, VBScript, and Perl

Experience with source control systems including Microsoft Visual SourceSafe, Clearcase, and CVS Understanding of browser limitations

Software Applications

Adobe Photoshop, Adobe Image Ready, Adobe Illustrator, Adobe Premiere, Adobe After Effects, Adobe Dimensions, Allaire HomeSite, Quark Xpress, Gif Builder, DreamWeaver, Sound Edit16, Macromedia Flash, Macromedia Director Shockwave Studio, Debabelizer, Microsoft Office, Softimage3D, Extreme3D

Computer Platforms

Macintosh, Windows