

**Shannon Cooper:**  
Senior Web/UI Designer  
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**SUMMARY**

Over eleven years experience as a Web and Marketing designer, and most recently as a Web/UI/Marketing Designer. I worked remotely for a Houston-based company and was responsible for UI and the corporate design continuity or client branding for their online/desktop eLoan application and creating and maintaining corporate branding through eMarketing and Websites. Online portfolio: <http://www.urbanground.com>.

**EXPERIENCE**

**Web/UI Designer**  
**Encomia, Houston, Texas**

Developed and managed corporate Web site, marketing collateral and developed user interface for web and desktop applications.

- \* Designed and managed the company's online presence while applying usability standards to the functionality and using Web 2.0 practices to advance the site to the next level as well as CSS and Javascript for site functionality.
- \* Created user friendly concepts for the company's products which consist of online and desktop software.
- \* Created Online and Print collateral for marketing to be used for promotions and trade shows.
- \* Designed Microsites for a number of spin-off ideas for the CEO.

**1/2006 – 12/2007**

**Art Director**  
**Bulldog Solutions, Austin, Texas**

Developed and managed over 150 email campaigns for customers such as Bank of America, Dell, IBM, Nestle, New York Life, City National Bank, and Humana. This position requires a meticulous attention to detail and the ability to work well within high volume projects with tight deadlines.

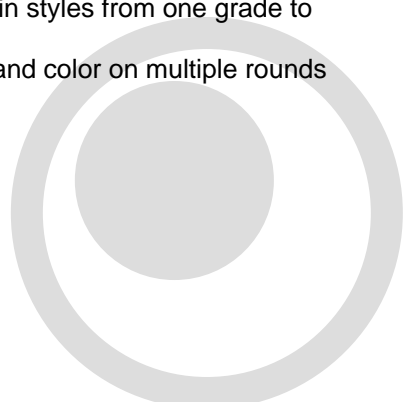
- \* Designed and managed all corporate client Microsites and HTML Email Campaigns. This consists of incorporating user-friendly graphic user interfaces through the use of online marketing best practices.
- \* Maintained and provided ongoing design of client and partner event templates and event marketing such as banners and media partner invitations.
- \* Interpreted a multitude of corporate style guides and apply various brand identities to client campaigns.
- \* Researched and taught best practices within the operations department.
- \* Used certification as an Eloqua Power User to promote automation and process development.

**10/2004 - 1/2006**

**Design Editor**  
**Harcourt Publishing, Austin, Texas**

Used design expertise and creative skills for editing the look and feel for Saxon Math text books for Kindergarten through 3rd Grade. Made sure product maintained consistency in styles from one grade to the next.

- \* Edited manuscript font size and colors, line spacing, margins, art accuracy and color on multiple rounds of proofs
- \* Developed a process for editing design for the Saxon product
- \* Developed some artwork for Saxon Math text books grades K-3



**4/2000 - 10/2004**

**Web and Marketing Designer**

**Keller Williams International, Austin, Texas**

Responsible for development of corporate and product branding. Worked with marketing, public relations, and other internal clients to develop communications materials in print and online formats. Responsible for maintaining field marketing material to support a rapidly growing environment. (4,000 agents in 2000 to 65,000 in 2004)

\* Produced graphic sketches, designs, and copy layouts for online and print content. Determined size, color scheme, style, and arrangement of illustrative material and copy, selects style and size of type, and arranged layouts based upon available space, knowledge of layout principles, and aesthetic design concepts to achieve goals set for finished product.

\* Communicated the product or service in a visual format that appeals to the target audience under tight time and space constraints.

\* Developed the following types of projects: Internal Intranets, Corporate Sites, Web Templates, Content Management Sites, Direct Email Marketing, Brochures, Postcards, Multimedia packaging, Banners/Posters, Fliers/Promotional Items, Magazine/Newspaper Advertisements, Corporate Identity and Branding, Convention Preparation and Materials.

### **EDUCATION**

Stephen F. Austin State University  
Nacogdoches, Texas

Bachelor of Arts, with dual majors in Graphic Design and Advertising, and a minor in Marketing.  
Stephen F Austin State University Nacogdoches, TX.

### **SKILLS**

I have used the following software on a day-to-day basis for the last 7-12 years.

Adobe PhotoShop

Adobe Illustrator

Adobe ImageReady

Adobe Acrobat

Adobe InDesign

Adobe Flash (minimally)

Adobe DreamWeaver

Adobe Contribute

Microsoft Office Products

HTML, XHTML, PHP, ASP, JSP, CSS, Javascript,

Java Struts, XML, and Cold Fusion

FTP

Version Control Software

PC or Mac

Certified Eloqua Power User

