

WILL ALKIN

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WEB DESIGNER

- Create compelling websites for a variety of local and national accounts.
- Design and develop persuasive online advertising from concept to completion.
- Expert proficiency with Flash, Photoshop, Illustrator and Dreamweaver.
- Act as corporate in-house agency, writing advertising copy, researching content and managing each project to meet client needs.
- Hand code HTML, CSS, JavaScript, XML, PHP and other programming languages to create websites.
- Drupal Content Management System front-end development.
- Conduct briefings with Sales and Marketing staffs to keep them informed about the latest online marketing trends.
- Train design staff in newspaper Marketing and Creative Services departments in the creation of web animation through my own seminars, and continued to mentor the designers in those departments about online techniques.
- Cooperate with advertising representatives and management in developing speculative advertising ideas for the Statesman marketing department and clients.
- Create news graphics and animation using Photoshop, Illustrator and AfterEffects software in the fast-paced television business.

EMPLOYMENT HISTORY

Freelance Web Designer – January 2010 to present

Role: Web Designer

Responsibilities: Create websites, hand coding HTML, CSS, and other programming languages. Daily use Photoshop, Illustrator, Dreamweaver, Flash and Drupal.

Austin American-Statesman – October 1999 to December 2009

Role: Graphic Designer

Responsibilities: Created Flash animation for major clients who advertised with Statesman.com. Daily used Photoshop, Illustrator, Dreamweaver and Flash software.

KVUE Television – November 1993 to October 1999

Role: Graphic Designer

Responsibilities: Created news graphics in the fast-paced television business.

EDUCATION

The University of Texas at Austin - Bachelor of Science in Communication

PORTFOLIO

<http://www.willalkin.com>