

Heather Rose McBride

User Interface Designer & Front-End Developer

Fairfield, CT 06825 • 518.598.8995 • contact@HeatherRoseDesigns.com • www.HeatherRoseDesigns.com

Education:

Associates in Applied Science, Computer Information Systems: Web Design, Hudson Valley Community College, GPA 4.0/4.0, December 2009.

Bachelor of Fine Arts: Graphic Design, State University of New York at Oswego, GPA 3.0/4.0, May 2006.

Private art lessons taught by, practicing artist, Rich Gabriel, 1992 – 2000.

Computer Skills:

Web and Mobile Development: BBedit, TextWrangler, Chrome, Cyber-Duck, Dreamweaver, Fetch, Filezilla, Frontpage, Fugu, Internet Explorer, Mozilla Firefox, Opera, Safari

Graphic Design: Acrobat, Illustrator, InDesign, Microsoft PowerPoint, Microsoft Word, PageMaker, Pages, Photoshop, Quark Xpress

Content Management Systems: Magento, Wordpress

Prototyping: Axure RP, Microsoft Visio, Omnigraffle

Motion Graphics: Image Ready, iMovie, Premiere, Fireworks, Flash

Database Systems: Microsoft Access, Microsoft Excel, Oracle

Version Control Software: Git, Versions

*Comfortable working on MAC, WINDOWS & UNIX/Linux Operating Systems

**Expert Knowledge of Ajax, CSS, CSS3, XHTML, HTML, HTML5, PHP, JavaScript, JAVA, JQuery, OOP & DOM

Work Experience:

Interactive User Interface Director — eWayDirect (April 2011-Present)

- Responsibilities include: addressing User Interface design options; structuring information architecture; designing and developing online campaigns and print media; translating designs in to fully functional websites, email campaigns and micro-sites; client-side scripting for validation and enhanced user experience; use and teach our custom CMS to co-workers and clients; working with creative team and clients to produce interactive materials with an effective user interface; complete quality assurance testing on multiple platforms.

Digital UI Consultant & Front-End Developer — Various Companies (June 2011-Present)

- Responsibilities include: directing designers toward the appropriate visual flow and information architecture of media for optimum usability and user experience; translating designed mock-ups and wireframes into fully functional, user friendly, SEO compatible websites; writing valid front-end code including but not limited to HTML/5, CSS3 JQuery and JavaScript; implementing shopping cart options and galleries; creating dynamic content using object oriented programming (OOP) and DOM; completing quality assurance testing on multiple platforms.

Owner/Founder — Dream It Graphics: (June 2003-Present)

- Responsibilities include: marketing of design services to local businesses; working with clients to determine the solution for their marketing campaign; designing of promotional pieces, web sites, logos etc. for various clients. In charge of user-interface design, front-end and back end development of websites.

Web Site Manager — The Express Newspaper: (January 2008-March 2011)

- Responsibilities include: designing official news site for a local newspaper in Saratoga county; updating content weekly and as needed; technical testing and trouble shooting to ensure quality viewer experience.

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Senior Art Director — Town of Halfmoon: (June 2008-March 2011)

- Responsibilities include: planning and organizing an art program for children ages 9 – 13 years; managing and directing staff as to what specific duties need to be completed in order to successfully complete goals; supervision of children; creation of daily “mock-ups” for presentation and examples.

Mural Artist — Little Ones Childcare Center: (July 2006)

- Responsibilities include: designing an age appropriate mural, executing the painting and placement of all approved elements; working with the director of the center to establish guidelines and criteria to be included in artwork.

Art Director — Oswegonian, Award Winning Weekly Newspaper: (November 2001-May 2006)

- Responsibilities include: creating professional layout for each weekly publication; working with a business manager, clients, and design team on a daily basis to design ads for local businesses; color correcting and preparing files for press; working with section editors to layout articles, photographs, and various graphics; teaching Adobe software and Quark XPress to newer employees.

Selected Awards, Honors & Exhibitions:

- Phi Theta Kappa: Alpha Xi Sigma chapter, 2008-Present
 - International academic honor society, invitation only
- President’s List – Hudson Valley Community College, 2009-2011
- Empire State Diversity Award, 2008
 - Writing submission entitled “Student Becomes the Teacher”
- 43rd Annual Juried Student Exhibition, 2006
- Presidential Purchase Award, 2006
- Bachelor of Fine Arts Exhibition, 2006
- Student Athlete - State University of New York at Oswego, 2002 - 2006
- Presidential Award - State University of New York at Oswego, 2001

*References available upon request