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Amy Cordeira
web. print. creativity.

OBJECTIVE

A creative designer position that focuses on creating innovative solutions to improve communication, usability, interaction and user experience.

EXPERIENCE

User Interface Designer, Macrosys Research & Technology, Cambridge, MA 2009-present

- Design federal government web sites, portals and large-scale web applications.
- Designed new web interfaces, layouts and site graphics from conceptualizing and functionality design through implementation.
- Provide user interface design for Web-based projects, including dashboards, widgets, and products.
- Develop HTML prototypes and UI deliverables, such as wireframes, flowcharts, screen mock-ups, and interface design specifications.
- Assist with walkthroughs and usability testing. Update UI per changing needs and requirements.
- Worked with production team to implement UI and create enhancements to optimize user experience.

Web Designer, Princess House, Taunton, MA 2000-2009

- Creating, updating and maintaining two corporate sites and intranet sites in English/Spanish.
- Designing graphics, logos and animation for web sites.
- Collaborate with programmers, writers and designers.
- Participate in creative brainstorming sessions, driving visual aspects of the creative process; sketching, story boarding, etc.
- Responsible for quality assurance of web design projects, including web accessibility and testing.
- Ability to work under pressure, and to consistently deliver projects on-time.
- Integrating dynamic media in page design.
- Responsible for ensuring brand support and identity.
- Understanding and communicating user-workflow and user-experience expectations.
- Devising solutions that balance user and business goals while fitting within the constraints of brand, time, budget, and technology.
- Working with the development team to clarify technical specifications.
- Develop content recommendations, and categories.
- Creating audience flows and profiles, user personas, taxonomies, site architecture maps, wire frames, flow charts, and content inventories.
- Work intensively with developers in design and flow of web-based applications
- Support deployment processes through QA and production.
- Effectively translate visual designs created in Adobe Photoshop into flexible, compliant templates.
- Contribute to recommendations on how the company can best exploit new web and other related technologies.
- Experiment with new and alternative ways to leverage social media activities.
- Monitor trends in social media tools, trends and applications and appropriately apply that knowledge to increasing the use of social media.

- Strategize with and inform the management team and others across the company on incorporating relevant social media techniques into the corporate culture.
- Experience with web analytics tools (i.e., WebTrends)
- Experience with source code repositories (i.e., VSS)
- Developing design structures that support branding and identity.
- Convert print documents for the web.
- Produce quality typography with high standards on type face selection, kerning, and leading.

EDUCATION

Bridgewater State College – Bridgewater, MA

- Bachelors of Art

Bristol Community College – Fall River, MA

- Associate's Degree in Computer Information Systems
- Certificate in Electronic and Multimedia
- Communications Certificate in Web Page Development

SKILLS

- Design and Development Capabilities
- Standards compliant and accessible web design
- Standards compliant and accessible web development using XHTML
- Transitional 1.0, Strict 1.0 and CSS 2.0, CSS 3.0
- Basic 3d Animation and rendering
- 2d Animation and motion graphics
- Print design
- Email design
- Friendly, supportive and productive client and prospect service skills
- Effective and efficient time management skills including working to tight deadlines
- Intricate knowledge of the following design packages:
- Adobe Creative Suite CS4 (Photoshop, Illustrator, Dreamweaver, InDesign, Distiller and Flash)
- Quark Xpress
- Content Management Systems (Joomla, Drupal)
- Constant Contact