Kerry LeVasseur - Senior Web, Graphic, and Interface Designer

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Summary of Experience: Kerry LeVasseur is a skilled Web designer with a keen eye for graphic design, print design, and Web advertising. Her 10+ years of experience include: design, management, and implementation of Web sites; working with a team of programmers to develop effective front-end design that integrates smoothly with back-end components; the creation of high quality interface designs, and the development of logos, promotional multi-media pieces, print collateral, and other marketing and branding tools. In addition to design and development roles, Kerry LeVasseur also interfaces directly with numerous clients to gather requirements, performs the final integration of the interface with the dynamic back-end code, provides solutions to display problems, performs testing and debugging, and participates in software design meetings.

Education: University of Maryland Baltimore County
Bachelor of Arts Degree - Imaging and Digital Art
Minor - Writing

Professional Experience:

Independent Contractor, 11/05 - Present
Lockheed Martin Integrated Systems & Solutions, 10/02 - 11/05
G1440, 1/01 - 10/02
Impreza Design (later acquired by G1440), 2/00 - 1/01
Agency Alternatives, 12/98 - 8/99

Development Environments:

Languages: Expert in HTML, proficient in CSS, UNIX and CVS maintenance, experience with JavaScript.

COTS Software:
- Expert in Adobe Photoshop, DreamWeaver, Acrobat (PDF creation), Freehand, Illustrator, Microsoft PowerPoint, Microsoft Word, SoundEdit 16.

- Proficient in Adobe GoLive, Flash, InDesign, Premiere, CorelDraw, Corel PhotoPaint, Fireworks, Quark Xpress, Microsoft Excel.

- Experience with Access Databases, Maya (3-D modeling program), and Macromedia Director.

Operating Systems: UNIX, PC, and Macintosh platforms.

Web Development and Interface Engineering:

- Extensive interface engineering experience - Lead Designer on the Johns Hopkins University International Student Visa Tracking System, and the Johns Hopkins Core Store site.

- Took the Johns Hopkins Service Excellence promotional screensaver from initial COTS research through concept, storyboarding, and creation of the final product, and delivered it to the client ahead of schedule.

- Skilled in Flash animation, creation of multi-media marketing pieces, and the development of branding tools.

- Work with a team of Web developers to create large Web applications from scratch, and actively participate in brainstorming solutions to how the application will flow. Assimilate everyone's input and develop storyboards of how the system will function.

- Explain both to the client and to teammates the logic behind the interface design, from screen resolution restraints to usability features, and develop logical information architecture for Web sites and applications.

- Identify usability factors, including Section 508 concerns, and incorporate them into Web design in order to create a seamless user experience.

- Collaborate with clients to develop a comprehensive list of keywords to include in their site, for search engine usage.

- Receive positive feedback from clients regarding the interface design of Web applications. Specifically chosen by one client to redesign their Web site to enhance both the visual aspects and its usability. Client delighted with the result and the fluidity of the working relationship. Led to expansion of the relationship to include other related sites.

- Perform trouble-shooting of code and quality control procedures across multiple browsers and platforms before each site launch, exercising acute attention to detail.

- Examine raw code to de-bug Web based applications, and to incorporate other Web technology, such as JavaScript. Aid in the assessment and implementation of streamlining application deployments.

- Create demo site that incorporates all of the applications the team developed, with custom icons and a vibrant graphic interface to draw in prospective clients.

- Quickly learn new technologies needed for projects such as .tgs (tag swapping) file structure, and CVS technology to push files from development to production server.

- Translate technical documents of required elements into streamlined Graphical User Interface (GUI) design and Web system prototypes.

- Knowledge of all aspects of Web development, from obtaining a URL and Web hosting, to site creation and maintenance.

Graphic Design:

- Develop innovative graphics to depict concepts for clients, ranging from small informational Web sites, to large e-commerce systems and robust Web applications.

- Concept and design of corporate image and collateral materials, both print and electronic, for a wide variety of clients in government, service, retail, business-to-business and industrial fields.

- Use graphic design skills to create logical GUI interfaces with a professional look and feel that also meet client requirements.

- Create custom logos, icons, Web banner ads, and design elements to develop a brand for clients.

- Design CD face art, advertisements, brochures, invitations, and other print collateral.

- Design ability, knowledge of COTS software, and writing and editing skills requested by partner projects. Provide consultation services, as well as implementation of strategies.

Other Skills and Responsibilities:

- Frequent and direct contact with multiple clients and vendors, to gather requirements and to expedite projects. Able to manage numerous project deadlines while maintaining excellent client support.

- Develop packets for client review that include storyboards, requirements, functional flow and software needs.

- Determine team graphics software and upgrade needs, and report what operating system and hardware are necessary to support it. Research and determine what stock image CDs are needed. Create a diverse image library to support client design needs.

- Take professional digital photography to fill personal stock photo library.

- Provide technical and process information to answer questions from management.

- Research and develop efficient processes. Example: Tested COTS products to determine the best way to make a large users guide easy to maintain, while incorporating clear screen shots of the application.

- Work well independently, from remote locations, as well as with a team.

- Able to adapt to fill team needs, such as taking on project management duties and performing demos of Web applications.

- Mentor new team members, sharing knowledge of team practices and protocols.