

Kathryn Elizabeth Allen

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Skills

Over 13 plus experience in the computer industry. Main focus on **Graphic Design, Web Design/Development, UI Development, Q&A, E-Commerce, File Management** and **System Archival**. Experience applying **SEO** such as **Google Analytics** as well as **Meta tags**. Works well on both Windows and Macintosh platforms. Strong attention to detail and the ability to work with autonomy.

Software Experience

Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Acrobat, AppleWorks, Adobe ImageReady, Adobe Test and Target, Visual Studio, Vovici, Macromedia Dreamweaver, Macromedia Fireworks, Macromedia Flash, MS Office, Ontime, Gimp, jQuery, Wireframes, Visio, Content Management System.

Web Experience

HTML4, HTML5, Javascript (jQuery), CSS2, CSS3, Responsive Web Design, UI/ UX development, Mobile Web Design.

Work Experience

Solid Design Source (February 2011 - Present) - Graphic Designer, UI/UX Development - Contract

Creating and updating websites on a freelance basis.

- Mobile Application design using HTML5, CSS3 in PhoneGap framework and Android framework.
- Logo and website creation.
- Using Illustrator and Flash for banner ads for marketing materials.
- UI/UX development consisting of wireframes, requirements documents, style guides, workflow diagrams, mockups, customer interaction and html.
- Developed and designed new web interfaces, layouts and site graphics.
- Comprehensive technical knowledge of HTML programming, CSS, and JavaScript coding.
- Responsibilities include managing wireframes, design comps, front end code and development, customer interaction and implementation.
- Responsible for the design and development of Internet, Intranet, web sites and web applications through the use of HTML and JavaScript.

Market Force – Formerly Shop n 'Chek (April 2005 - February 2011) - Full time

Created internal reporting websites and surveys using client's corporate branding.

Graphic Designer/ Web Development

- Custom marketing for client reporting websites while maintaining their corporate identity using Visual Studio and CSS.
- Using UI/UX and Vovici to create Enterprise Feedback Management surveys.
- Created internal International website using Flash, HTML and CSS.
- Updated internal site updates through internal helpdesk reporting system.
- Created marketing materials using Illustrator and Flash for banner ads and websites.
- Maintained current corporate sites using HTML, Javascript, CSS and graphics using Illustrator and Photoshop.
- Created sales demo websites for prospective clients.

The Creative Group/ Target Awards (February 2005 – March 2005) - contract

Updated UI/UX design for three separate companies, as well as creating advertising print collateral.

Graphic Design/ User Interface development / Web Development

- Created website for General Electric (GE) Sensing Winner's Circle.
- Designed graphical interface for Shaw Floor Rewards program.
- Updated Shaw Dinner and a Movie reward website.
- Designed print collateral for Team Club Car sales marketing program.

MDI Management Decisions/ Coca-Cola Enterprises (Nov 2004 - Jan 2005) contract

Managed new user approval for The Coca-Cola Connection, an internal sales and marketing Website. Developed HTML and graphics for CBS Sales Tools, a new portal on The Coca-Cola Connection.

E- Business Content Specialist/ Graphic Design/ Web Development

- Designed the logo for e-Business Services group.
- Created Icons and HTML for CBS Sales Tool Portal.
- Managed approval for new users on The Coca Cola Connection.
- Collaborated on UI/UX improvements.

NXwave Real Estate Systems/ NRLS (National Real Estate Listing Service)/ SimplySOLD Real Estate Company - (November 2003 – October 2004) - full time

Split time between Real Estate Software companies and Real Estate Brokerage.

Graphic Design/ Web Development/ Marketing/ Application Q&A

- Designed logos for NXwave, and NRLS.

- Created and implemented websites for SimplySOLD, NXwave, and NRLS including writing and editing content.
- Developed marketing materials for SimplySOLD, which included billboards, postcards, banners, and magazine publications.
- Developed Web pages that were developed using ASP.net and VB.net
- Implemented QA of Web based Application Software that insured quality, consistency, functionality, and completeness. (NRLS)
- Helped create and maintain PowerPoint presentations for Investors, Home Buyers/Sellers and Realtors.
- Collaborated in software development, including product and application tools.

Independent Contractor (September 2002 – November 2003)

Graphic Design/ Web Development/ Marketing/ User Interface development

- Worked with Next Media to build UI/UX for Coca-Cola Company Software.
- Built website for Centre of Excellence, European Soccer tournament website.
- Created website for P.U.G Realty in Baltimore, Maryland.
- Produced Flash marketing material for Global Business Center.
- Developed marketing material for The Well, Marketing Communications, Inc.
- Created Web Site for Doc Chey's Noodle House Restaurant.

enLeague Systems - (March 2001 – September 2002) - full time

Start-up Software Company affiliated with the Coca-Cola Co.

Graphic Design/ User Interface development / Web Development

- Sole Graphic Designer responsible for all Graphics, UI/UX planning, HTML and Javascript.
- Designed and developed User Interface using Illustrator, Photoshop, Fireworks and Dreamweaver.
- Worked with 7-Eleven global account team to develop HTML demonstrations for Coca-Cola.
- Originated logos for fictional companies for demo purposes.
- Produced PowerPoint presentation graphics.
- Generated Icons for SVG viewer.

HealthExchange - (April 2000 – January 2001) - full time

Commerce enabled healthcare portal.

E-Commerce/ Graphic Design/ Site Production

- Created graphics, type treatments and banners using PhotoShop and ImageReady.

- Development of UI/UX using Use Cases.
- Product management for products and professional services.
- Researched and identified which over-the-counter product would suit different medical conditions.
- Contacted different affiliated web merchants to achieve product linking to specific products.
- Produced and managed integrity of an in-depth disease-specific product database.
- Worked with Java and XML team to develop e-commerce syndication program.

Beck Atlanta - (January 1998 – April 2000) - full time

Design/ Pre-Press company.

File management/ Systems Archival

- Managed the RAID storage capacity by archiving inactive jobs by priority.
- Tracked removable media - incoming/ outgoing.
- Converted files from one format to another per client requests.
- Transferred requested files via ISDN, AdSend, and E-mail.
- Retrieved archived jobs from Optical discs, CDs and DLT media.
- Archival applications: Retrospect, Cumulus, Toast, Luminex CD JukeBox (HTTP), Legato (Unix).
- Conventional proofing, back-up for emergencies

Education

Georgia State University, Atlanta, GA - Post Baccalaureate studies in Computer Art

Franklin Pierce College, Rindge, NH - B.A. in Fine Arts

The Paideia School, Atlanta, GA

To view samples of my work go to <http://soliddesignsource.com/kallen/kallen.html>