

# Zach King

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## work experience

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*Present*

**Freelance Designer**

King of All Trades Design  
Various clients

Design work on graphic, web and marketing projects for variety of clients. Experience with programming, development, management, and promotion of numerous web sites, including static, dynamic, and e-commerce. Also develop interactive Flash animations and demos. Create logos, business cards, letterhead, brochures, and other marketing collateral. Design calendars, signage, advertising, CD packaging, wedding invitations and additional print and online materials. Clients include various private and public companies, non-profit organizations and small to medium size businesses. See web site and portfolio for more information.

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*Dec 2006 - Nov 2007*

**Sr. Graphic Web Designer**

Sage Software  
Beaverton, OR

Web designer in E-Marketing group, worked on design, maintenance, programming, and management of corporate intranet and internet sites. Worked on large number of product web sites based on variety of platforms, technologies and CMS systems. Also responsible for landing pages and e-marketing templates and newsletters. Worked closely with Web Managing Editors and Business Units on variety of online corporate and product marketing projects. Helped developed new corporate web guidelines, standards and specifications.

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*April 2006 - Dec 2006*

**Web Designer**

Mentor Graphics Corporation  
Wilsonville, OR

Contractor on Web Services Team as web designer/developer. Worked on support web site redesign, porting existing site content over to CommonSpot, a ColdFusion based Content Management System (CMS). Primary role as CommonSpot administrator, managing users, groups, approvals, templates, metadata, elements, and other aspects of system. Managed additional corporate web site content, including series of international events. Developed internal site Knowledge Base of documentation on processes, systems, applications and information. Researched and reviewed CMS products and other web applications, utilities and technologies.

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*July 2001 - March 2006*

**Art Director and  
Web Manager**

RadiSys Corporation  
Hillsboro, OR

Managed 2000+ page web site, including all content and graphics. Coordinated international site, including Japanese, Chinese, and German localization. Responsible for programming of dynamic ColdFusion and static XHTML/CSS web pages that interacted with SQL database. Oversaw site maintenance, testing, troubleshooting and traffic monitoring. Also managed proprietary Content Management System for internal users. Determined strategic site objectives, goals and plans for improvement. Implemented web driven lead generation and site promotion programs, including search engine optimization. Ensured all internal and external communications conveyed corporate brand identity and messaging. Produced designs for printed literature, advertising, events, direct mail, e-mail and tactical sales and marketing programs. Also developed interactive Flash applications for tradeshow, CD-ROM and web use. Role as art director and project manager; coordinating schedules, printing, budget and production. Often directed outside vendors and agencies.

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*June 1999 - July 2001*

**Graphic Designer**

Microware Systems  
Des Moines, IA

Responsible for design and development of all corporate marketing materials, including print collateral and online presence. Managed static 400+ page external web site and 200+ page internal site, including all content, design and graphics. Developed CD-ROM packaging and installation screens for OS product along with interactive multimedia product introduction. Design of tradeshow booth exhibition signage and promotional materials as well as creation of advertisements, data sheets, white papers and corporate brochures. Also generated corporate and sales presentations, diagrams, illustrations, and other graphics. Additional roles as art director, project manager, print coordinator, marketing specialist and international web manager.

## computer skills

<b>Platforms</b>	Macintosh and Windows
<b>Technology</b>	HTML, XHTML XML, XSLT CSS, Web Standards ColdFusion, PHP Javascript, AJAX MySQL, SQL
<b>Programs</b>	PowerPoint, Word, Excel, Access, Project, Visio, Outlook, SharePoint Dreamweaver, Flash, Fireworks InDesign, Illustrator, Photoshop, Acrobat Quark Xpress Lotus Notes WebTrends, Clicktracks, Google Analytics Changepoint, @Task Salesforce.com Wordpress, Blog tools E-mail marketing programs Facebook, Twitter, Flickr, social media Visual SourceSafe Various additional applications
<b>Knowledge</b>	Customer Relationship Management (CRM) Content Management Systems (CMS) Ecommerce software (various) Emarketing systems (various) Database schemas and structures FTP, network and server experience

## design experience

Web site design, development and programming  
 Web site promotion, management and analytics  
 Search engine optimization and marketing  
 Social media and networking  
 Interface design  
 Flash animation and storyboarding  
 Corporate identity and branding  
 Logos, symbols and icons  
 Print collateral and literature  
 Information design  
 Direct and electronic mail  
 Publication design  
 Event marketing  
 Tradeshow booth and exhibition signage  
 Interactive design and multimedia  
 CD-ROM installation graphics  
 Packaging design  
 Copywriting, editing, and proofreading  
 Pre-press and print preparation of files

## activities and awards

Internet Professionals Special Interest Group (IP-SIG)  
 Developer Group Northwest (DevGroupNW)  
 InDesign User's Group (IDUG)  
 ColdFusion User's Group (CFUG)  
 User Interface Special Interest Group (UI-SIG)  
 Search Engine Marketing PDX (SEMPDX)  
 American Institute of Graphic Arts (AIGA)  
 Software Association of Oregon (SAO)  
 MarketingSherpa's Lead Generation Summit - 2005  
 Internet Strategy Forum  
 WebVisions Conference  
 SearchFest  
 Heald College Web Design Course (Speaker) - 2004  
 Lafayette, Indiana ADDY Awards (Judge) - 2001  
 American Graphic Design Award - 2000  
 AIGA National Design Conference - 1998, 2003  
 Iowa State Univ. Graphic Design Europe Trip - 1998

## education

Iowa State University - Ames, IA  
 B.F.A. in Graphic Design – 1999  
  
 Fast Track to Macromedia Flash MX  
 ACE Training – 2002  
  
 Frequently attend demos, programs and seminars covering various web and print topics to broaden knowledge of industry trends and technologies.