

Zach King

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work experience

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.

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.

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.

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.

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

- Platforms** Macintosh and Windows
- Technology** HTML, XHTML
XML, XSLT
CSS, Web Standards
ColdFusion, PHP
Javascript, AJAX
MySQL, SQL
- Programs** PowerPoint, Word, Excel, Access, Project, Visio, Outlook
Dreamweaver, Flash, Fireworks
InDesign, Illustrator, Photoshop, Acrobat
Quark Xpress
Lotus Notes
WebTrends, Clicktracks, Google Analytics
SharePoint, TeamSite, CommonSpot
Changepoint, @Task
Emarketing Systems
Salesforce.com
Visual SourceSafe
Various additional applications
- Knowledge** Customer Relationship Management (CRM)
Content Management Systems (CMS)
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
Interface design
Flash animation
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)
MarketingSherpa's Lead Generation Summit - 2005
SearchFest (Speaker) - 2005
Heald College Web Design Course (Speaker) - 2004
WebVisions Conference
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.