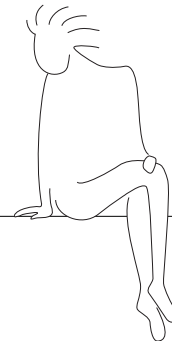# Katherine G. Meyerson

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Summary

Experienced, creative multimedia designer with a diversified background that combines artistic talent with strong cross platform computer graphics and design knowledge. Expertise in web and print design, graphics, illustrations, animations, and presentations. Ability to multitask, troubleshoot, maintain high standards and quickly grasp new programs while maintaining a positive attitude.

Experience

Motorola, Horsham, PA   Broadband Division
BCS, Web-based Training Developer, Contractor   August 2004 - February 2006

Develop interactive web-based training on operations, configuration and troubleshooting of devices for Motorola's Broadband Division. Responsible for Broadband web-based course registrations and troubleshooting system and customer issues.

- Produce technical courses and assessments.
- Create interactive animations and graphics for web-based training team.
- Coordinate course review cycles with engineers.
- Work closely with Instructor-led Training, Engineering and Development departments.
- Verify validity of course registrations and provide course access.
- Resolve customer and system issues.
- Monitor licensure usage and generate usage and other reports as needed.
- Learn new software as needed.

Steps To Literacy, Bound Brook, NJ   Early Education Materials Company
Multimedia Designer   February 2002 - April 2004

Manage all web site, print, production, and marketing. Provide design expertise on all projects. Responsible for creating new company web site, new print materials, updating older print materials and products. Carry projects from concept to completion. Provide corporate consistency. Began launch of major wholesale venture including marketing products and new corporate identity.

- Perform complete critical analysis of all aspects of web site.
- Create and execute design and functionality of web site pages and update content.
- Design company look and establish consistency throughout product line.
- Present and execute marketing solutions.
- Sales increased 75%+ annually since 2/02.
- Increase in internet sales of over 200% since implementation of new web site in 2/03.
- Project manage all graphic design projects.
- Create new pieces and update existing products including items such as flyers, posters, catalogs, labels and packaging in two to five colors.
- Create original graphics & photos for print/web.
- Work closely with printers on printing, pricing and providing specs and files.
- Perform photo selections/manipulations.
- Partner with company presidents and vendors.
- Learn new software as needed.

Eclipse Networks, Eatontown, NJ   Software Development Company
Multimedia Designer/Web Master Assistant   April 2000 - February 2001
Multimedia Designer, Contractor   April 2001 - September 2001

Manage projects from design standpoint. Responsible for web sites and user interfaces from overall screen presentation to individual navigation buttons.

- Design and execute web and intranet sites.
- Analyze sites for platform, code and browser incompatibilities.
- Resolve challenges of proposed site navigation.
- Integrate old and new layouts and content.
- Provide art direction.
- Create animations and ad banners.
- Responsible for all graphics, drawn and photographic.
- Partner with programmers and developers.
- Generate graphs, charts, tables, pictograms.
- Learn new software, as needed.

Prudential Investments, Newark, NJ   1997 - March 2000
Marketing & Communications
Associate Manager, Multimedia Design
Project manage electronic marketing materials from inception to completion. Design presentations. Create graphics, animations, and conference web kiosks. Video editing for executives, internal and external clients. Responsible for branding of national meetings.

· Create illustrations & graphics.
· Perform on both PC and Mac platforms.
· Direct and create video animations.
· Provide art direction.
· Produce CD-ROMs and conference web "sites"/kiosks.
· Develop templates for executive presentations.

· Partner with clients, other designers, production department, and vendors.
· Perform photo selections, photo manipulation and retouching.
· Generate graphs, charts and tables.
· Provide software training and support for department.

Prudential Mutual Funds, New York, NY   1991 - 1997
Graphic Designer, print
Produce two to six color promotional kits, direct mail pieces, brochures, newsletters, slides, overheads, financial reports, from concept to pre-press preparation, including mechanicals and separations.

· Develop corporate and fund identities.
· Create illustrations and graphics by computer and freehand.
· Develop templates.

· Perform photo selections, photo manipulation and retouching.
· Generate graphs, charts and tables.
· Work closely with art director.

Freelance Artist/Designer   1992 - 2004
· Office.com "Guest Expert": Critically review clients sites including layout, design, color usage, focus and navigation in relation to business. Suggest solutions and continue dialogue as client requests.
· Norton Art Conservation: Photoshop Tutoring
· Individual freelance projects: Graphics, logos, room design and art, original characters, wall plaques, brochures, business cards, web and other design solutions.

Technical Skills
PC & Macintosh experience with PhotoShop, ImageReady, Illustrator, Acrobat, Dreamweaver, Flash, After Effects, LiveMotion, Premiere, Director, QuarkXpress, Vuepoint administrative platform, Content Creator, CorelDraw, Paint Shop Pro, GIF Construction Set, HTML, CSS, BB Edit, PowerPoint, Word and Excel, Delta-Graph Pro, Flightcheck

Education
MFA, Printmaking, Hunter College, New York, NY
BA, Program in the Arts, Visual Art, Barnard College, New York, NY
United Digital Artists, New York, NY
Milo School of Computer Graphics, Totowa, NJ
Instructional Design, Langevin Learning Services, Horsham, PA

Additional Experience
Web Manager, Volunteer, Lenape Valley Soccer Club, 2005
Guest Lecturer, Fairleigh Dickinson University, Teaneck, NJ: Design in Technical Writing,1998, 1999
Guest Lecturer, Fairleigh Dickinson University, Madison, NJ: Audio Visual Media, 1999