

Elizabeth Martinez

elizabeth.martinez2@comcast.net

Portfolio: <http://www.magicelizabeta.com>

SUMMARY:

Expert knowledge of useability, user interface design, eye tracking, management skills, innovative design and development. Expert Knowledge of XHTML (standards compliance and basic accessibility), Cascading Style Sheets (CSS), Adobe CS3 studio including Fireworks, Photoshop, Dreamweaver, Illustrator, InDesign, and Microsoft Office. Windows and Macintosh environments. Fair knowledge of Flash. Basic video and audio editing. I've been web designing and developing professionally since 1995.

EXPERIENCE

SENIOR VISUAL DESIGNER & DEVELOPER

Cheapflights.com, Boston, MA

2007- 2009

- Responsible for design, site structure (information architecture), and daily maintenance of the US website as well as many global projects in accordance with W3C standards.
- Layout and design of advertisements with attention to detail
- Template design and development
- Email newsletter design for cheapflights and all their clients such as Jetblue, American Airlines, Apple Vacations and more.
- XHTML & CSS coding, image editing, and some Flash. Daily use of CMS.
- Played a key role in the design and layout of all Cheapflights web projects and promotions, email campaigns, and other.
- Editing and preparation of videos for the web.
- Hired and managed junior designer. Responsible for design direction, scheduling and reviews.
- Provided storyboard, mockups, thumbnails and wireframes for various projects such as innovative Trip Planner.
- On useability testing team to get feedback on design useability by random users.

INDEPENDENT CONTRACTOR

2003-2007

- Planning, design and implementation of complete web sites
- Development in XSL, XHTML, XML, ASP, CSS, etc.

- Design with standards compliant code with emphasis on browser compatibility, accessibility, and search engine optimization
- Cartography and Illustrations.

» Clients include Brown University, Richard Wright Ltd, love-scent, tripadvisor, and many others. See <http://www.magicelizabeth.com> for examples.

WEB USER INTERFACE DEVELOPER

National Leisure Group, Woburn, MA
2002-2003

- Managing the promotional development schedule, development using XHTML, ASP, JSCRIPT, XML and other languages for e-commerce top travel sites such as orbitz.com, yahoo.com, nlg.com, amazon.com, ebay.com and others.
- Worked with product manager to meet critical weekly deadlines
- On Code Review team responsible for making sure all code meets compliance standards.

SENIOR NEW MEDIA DESIGNER/DEVELOPER

Innovia Corp, Norwood MA
2000-2001

- Designed & developed interactive marketing web presentation for clients such as adobe using powerpoint and flash.
- Template design and development.
- Organization and structuring of the design department.
- Interface Design.
- Real Media streaming preparation, video to streaming production.
- Presentation of designs to inside and outside clients.

WEB DESIGN MANAGER / SENIOR DESIGNER/DEVELOPER

Goracing.com, Boston, MA / Phoenix, AZ
1997-2000

- Multifaceted position involving design and development and team/workload coordination.
- Created in-house incentive programs to motivate staff and improve overall productivity levels.
- Design, html, asp, javascripting, dhtml, flash and audio/video editing.

EDUCATION

WEBMASTER / INTERNET DESIGN, A.S.

Rhode Island School of Design, Providence, RI
1996-1997

HIGH SCHOOL DIPLOMA,
Mansfield High School, Mansfield, MA
1985

REFERENCES

Furnished upon request.