

education

1996 - 2000

University of North Carolina at Chapel Hill, Chapel Hill, NC

B.A. in Journalism and Mass Communication – Visual Communication/Graphic Design with outside concentrations in Information Science and Music

experience

04/10 – Present

Web Developer/Designer, iContact, Morrisville, NC

Design, develop and maintain web sites, landing pages and other web properties using HTML, PHP, CSS and JavaScript. Add and enhance site interaction and display via jQuery libraries. Create dynamic search engine-optimized web products and associated visuals. Hand code sites to XHTML Strict standards. Browser test various web properties. Create and maintain web processes and standards for web, quality assurance and search engine optimization projects.

07/06 – 04/10

Developer, Ulanguzi Creative Strategies, Raleigh, NC

Designed, developed and maintained web sites, web content, mobile sites eBlasts and blog platforms/templates utilizing HTML, PHP, CSS, JavaScript (Scriptaculous, YUI & jQuery), BBEdit and Photoshop and WordPress for a variety of commercial clients. Advised on and implemented web sites, maximizing search engine marketing, cross-browser compatibility, site optimization and usability. Wrote web scopes, mapping out web site design and development projects. Acted as a liaison between the creative and development departments.

06/01 – 07/06

Web and Graphic Designer, Net32, Inc., Cary, NC

Design, develop and maintain dental e-commerce Web site using HTML, CSS, Photoshop and JavaScript in HomeSite, UltraEdit and BBEdit. Stay educated on search engine optimization and implement on site, focusing on Google and Yahoo!. Develop and create promotional emails (HTML and text). Develop and design advertising and promotional campaigns using Adobe InDesign, Adobe Photoshop, Adobe Illustrator for Web, print and other promotional materials for Net32 customers and vendors.

02/01 – 04/01

Web Designer, Trammell Crow Company/Cisco Systems, Research Triangle Park, NC

Designed, developed, maintained and updated intranet content for Trammell Crow/Cisco Systems using HTML, JavaScript, Dreamweaver and Photoshop. Created user interface that was easy to use and navigate for Cisco contacts and for operations personnel using HTML and JavaScript.

12/00 – Present

Freelance Web Designer, Durham, NC

Mockup Web site designs for clients utilizing Photoshop and Fireworks. Create templates, design schemes and site builds for sites in xHTML, PHP, jQuery, JavaScript and CSS. Update and revamp aging Web sites for clients using BBEdit and Photoshop. Create sites optimized for iOS devices including the iPad and iPhone. Advise and revise web sites for search engine optimization best practices.

05/00 – 12/00

User Interface Designer, net32.com, inc., Morrisville, NC

Created and maintained look and feel of entire Web site using HTML, HomeSite, UltraEdit, Photoshop and ImageReady, making it more appealing for users. Converted print magazine content to HTML, processed and optimized graphics for the Web using Quark Xpress, Adobe Photoshop/ImageReady. Created style guide for company for use in further Web designs. Researched, developed, designed and tested HTML email for weekly customer emails for HTML email clients and AOL email client.

**web site development
+ maintenance**

Personal site (Keefer Madness)	http://keefermadness.com
iContact	http://icontact.com
iContact Plus	http://plus.icontact.com
Ulanguzi	http://ulanguzi.com
Rocky Top Hospitality	http://rockytophospitality.com
Manor Six Forks	http://manorsixforks.com
TrustAtlantic Bank	http://trustatlantic.com
Carl's Job Hunt	http://carlsjobhunt.com
Virginia International Raceway	http://experiencevir.com
Group Sales - VIR	http://groups.experiencevir.com
Brassfield Commercial	http://brassfield.com
Vanguard Property Group	http://vanguardpg.com
Schelfe and Associates	http://schelfeassociates.com
Hutchinson Law	http://hutchlaw.com
Kane Residential	http://kaneresidential.com
Bowman Enterprises, Inc.	http://bowmanent.com
Bloomsbury Estates	http://bloomsburyestates.com
West at North	http://www.westatnorth.com
PixeLos	http://pixelos.net
Gurlitz Architectural	http://gurlitzarchitects.com
Stars and Stripes Air	http://starsandstripesair.com
Shane Bull	http://shanebull.com
BBH Design	http://bbh-design.com
Oaklane Capital	http://oaklanecapital.com
Carolina Soccer	http://carolinasoccer.org
Vescom Silver	http://vescomsilver.com
Downtown Raleigh	http://downtownraleigh.com
Downtown Raleigh - iPhone	http://downtownraleigh.com/mobile/
Glenwood Agency	http://glenwoodagency.com
Laura Bromhal	http://laurabromhal.com
Dre Bly Official Site	http://drebly32.com
New Bern Grand Marina	http://newberngrandmarina.com
Grande Villas Indian Beach	http://gvcondos.com
The Freelon Group	http://freelon.com
SART	http://sartusa.org
Interact of Wake	http://interactofwake.org
iGlass Networks	http://iglass.net
East West Club Partners	http://eastwestclubs.com
Net32	http://net32.com