



## PORTFOLIO

<http://www.lynnfinch.com>

## SUMMARY

- Professional expertise derived from creative technology experience and industry leadership.
- Skills include interactive design, conceptual design, branding, graphics production, project management, software interface design, marketing, merchandising and product development.
- Expertise in multiple design mediums, including print, web, video and Flash.
- Proficient coding skills include HTML, CSS, DHTML, JavaScript.
- Experience with SEO, GoogleAdWords, GoogleAnalytics, social media and PPC campaigns.
- Extensive experience working with web modules such as Wordpress, Joomla, Drupal and manipulating and customizing PHP, CMS, XML and MySQL.
- Direction on projects and extensive design and collaborative development experience in various technical environments.

## PROFESSIONAL SKILLS

- Creative skills include creative direction, graphic design, web design and programming, merchandising design, drawing, painting and illustration skills in the fine arts, commercial and electronic media, interface design and integration, virtual world design, scenic design, 3D graphics.
- Business management and administration, team leadership, project management, product development, marketing, creative solutions, e-commerce.
- Experienced in web and software interface design, direction, and development and production management of custom software and implementing productivity enhancements.
- Experienced in software UI design and software development and testing modalities.

## TECHNICAL SKILLS

- Software expertise: Adobe Creative Suite including Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe Acrobat, Adobe Premiere, QuarkXPress, Dreamweaver, Flash, AutoCAD, Microsoft Office Suite.
- Proficient programming skills include HTML, CSS, DHTML, JavaScript.
- Technical direction on projects and extensive design and collaborative development, including modifying and manipulating PHP and CMS, ActionScript, Drupal, Joomla and WordPress.

## PROFESSIONAL EXPERIENCE

03/2008 – Present

**EXPLORATORIUM MUSEUM**, San Francisco CA - *Worked remotely from Orlando, FL*

Senior Interactive Designer/Developer (Consultant)

Independent consultant (working remotely from Orlando) for the Exploratorium, the Museum of Science, Art and Human Perception. Assisted in maintaining and enhancing their 27,000 page site, for multiple projects and events, including updates to membership, development and exhibits. Created sites for special projects and events.

08/2007 - 03/2008

**SUNGARD PUBLIC SECTOR INC.**, Lake Mary, Florida

Internet Marketing Specialist

Creative marketing design for print, web and software interfaces for large public sector software company. Designed new corporate web site and intranet. Produced online and print advertising, display banners, posters and other marketing materials. Designed and developed extensive storyboards of screens for new software product. Produced branding and identity guidelines. Extensively utilized Adobe Creative Suite in creating web interfaces, photo manipulation, print advertising, video editing and Flash promotions and banner ads. Other projects included digital photo shoots, PowerPoint templates and stationery design.

11/2006 – 08/2007

**EXPLORATORIUM MUSEUM**, San Francisco CA - *Worked remotely from Orlando, FL*

Senior Interactive Designer/Developer (Consultant)

Independent consultant (working remotely from Orlando) for the Exploratorium, the Museum of Science, Art and Human Perception. Assisted in maintaining and enhancing their 27,000 page site, for multiple projects and events, including updates to membership, development and exhibits. Created sites for special projects and events.

10/2004 – 11/2006

**PREMIERE SHOW GROUP**, Winter Springs, Florida

Creative Director

Creative design and art direction for trade show management group specializing in the beauty industry. Duties included conceptual design, branding and graphic production for print and web for all events. Produced show materials, signage, ads for national publications, posters, merchandising materials, promotional materials, and web interface design. Annual Orlando show (Premiere Orlando) is one of the largest trade shows in the US.

01/2003 – 10/2004

**VALENCIA COMMUNITY COLLEGE**, Orlando, Florida

Adjunct Professor

Instructed three courses: Multimedia Graphics II, Web Design, and Introduction to Computers and Logical Thinking.

03/00 – 01/2003

**WEBSITE PROS, INC.** National Design Center, Jacksonville, Florida

Director of Design Quality

Senior management role in large, start-up web production business. Managed department with 95 graphic designers, web developers, quality editors and technicians. Implemented design and editorial quality standards, art and web-building resource libraries. Built design quality department, created job descriptions, developed work process flow and procedural guidelines. Developed strategic marketing directives for customers. Provided expertise to integrate site-publishing tools, in order to publishing brochure and e-commerce web sites on multiple web hosting platforms.

1999 – 2000

**CLEAR CHANNEL COMMUNICATIONS**, Maitland, Florida

Director of Creative Services, Clear Channel Internet Group

Creative direction and development of internet-based projects in radio broadcast environments. Supported webmasters of 400+ radio and TV station web sites. Developed resources for sales and marketing presentations. Reviewed resources of vendors and partners for integrating sales opportunities. Supported initiatives for sales teams, programming teams and field support groups to implement and manage new products and projects. Provided resources and introduced new technologies for company-wide use.

## **EDUCATION**

SAN JOSE STATE UNIVERSITY, San Jose, CA

B.F.A. Fine Arts, 1979

Cum Laude, Phi Kappa Phi.