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## PORTFOLIO

Print and web portfolios are featured at [www.lynnfinch.com](http://www.lynnfinch.com).

## OBJECTIVE

Secure a senior web and/or print design position, front-end designer position with an emphasis on original design and content creation. A preferred position would include web and software interface design, conceptual design, wireframes, responsive design, branding, graphics creation, content development, marketing, merchandising, promotions, mobile site and application graphical interface design and e-commerce.

## SKILLS & EXPERTISE

- Software expertise includes Adobe Creative Suite, QuarkXPress, AutoCAD, Microsoft Office, JIRA and other applications.
- HTML5 and CSS3, modification of jQuery and Javascript.
- Web UX/UI design, software interface design, wire framing, prototyping, mock-ups and subsequent testing for fluid, fixed and responsive design delivery.
- Content development and writing for advertising, marketing, promotions, education, branding, merchandising, blogs, product reviews, promotions, email campaigns, newsletters, catalogs, show programs, brochures and educational content.
- WordPress and WordPress template customization.
- Social media promotions, custom Facebook landing pages, banner ads, email blasts, mobile application and site interface design.
- W3C standards, 508 compliance and best industry practices.
- Design for print, including logo design, brochures, catalogues, mailers, merchandise design, marketing design.
- Windows, Linux, and Mac OS environments. Visual Studio/.NET development environment.

## PROFESSIONAL EXPERIENCE

08/2015 – Present

**SCRIBE-SPACE.COM**, Online

Content Manager

Scribe space is a content creation agency specializing in SEO copywriting, web content, how-to guides, blogs, press releases, resumes, cover letters, and creative writing. Duties included collection and distribution of writing projects to various authors, copywriting, and posting of content to various client sites.

04/2015

**WALT DISNEY WORLD PARKS & RESORTS**, Celebration FL

Interactive Producer

Short-term contract position through Superior Group. Assisted Destinations Marketing Advertising Agency in managing the development of creative concepts into publication ready files. Included technical oversight, project setup, production oversight, project quality assurance testing, configuration of deliverables, direct vendor contact, deployment follow-up, and project delivery.

12/2014 – 03/2015

**DARDEN RESTAURANTS**, Orlando FL

Digital Coordinator

Short-term contract position through Apple One. As part of the Enterprise Marketing Group, coordinated and facilitated content changes for LongHorn Steakhouse brand website. Responsible for editing, publishing and verifying content changes and creative materials ranging from web copy, images, data files as well as variations of content for mobile devices. Utilized Oracle ATG Commerce Suite and BMG Magic Service Desk as well as custom database software. Documented procedures for EMG.

10/2012 – 12/2014

**FREELANCE DESIGNER**

Independent designer creating web sites and graphics for various professional organizations, including:

- Logo and brochure design for Revolution OffRoad.
- Maps, poster and other event collateral for Savage Race events.
- Original Illustrations and design for Balance Orlando's Yoga Therapy series materials.
- Site updates and maintenance, content management, email campaigns and newsletters for various web clients.

07/10/2012 – 10/26/2012

**UNIVERSAL AMERICAN**, Lake Mary, FL

**Contract Web Designer**

Short-term contract position through TekkFusion. Member of a large team of designers, developers and programmers to redesign, build and implement new web portal for Universal American's Medicare insurance products. Duties included preparing graphics, advanced CSS3 coding, managing site assets using Visual Studio and other development tools. Modified content, participated in extensive testing, bug tracking and fixes, while adhering to strict 508 compliance.

12/14/2011 – 02/09/2012

**SEAWORLD PARKS & ENTERTAINMENT**, Orlando, FL

**Contract Web Designer**

Short-term contract position through Apex Systems, primary duty was to maintain and modifying existing e-store. E-store sites spans 9 parks and attractions, including special promotional sites .NET environment, managed assets, code modifications, and files using Visual Studio and other development tools. Created and modified assets with Adobe Creative Suite.

03/2008 – 12/2011

**EXPLORATORIUM MUSEUM**, San Francisco CA

**Senior Interactive Designer (Remote Consultant)**

Independent consultant working remotely for the Exploratorium, the Museum of Science, Art and Human Perception. Assisted in maintaining content within a multitude of exhibit, educational and mini-sites. Content updates to membership, development and education sections. Created mini-sites for special projects and events; SQL content management. Beta testing new portal interface.

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. Conceptual UX/UI design and wireframes for software products. Produced branding and identity guidelines. Re-designed corporate web site and Sharepoint intranet interfaces. Produced content and graphics for online and print advertising, display banners, posters and other marketing materials. Extensively utilization of the 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.

11/2006 – 08/2007

**EXPLORATORIUM MUSEUM**, San Francisco

**Senior Interactive Designer (Remote Consultant)**

Independent consultant working remotely for the Exploratorium, the Museum of Science, Art and Human Perception. Assisted in maintaining content within a multitude of exhibit, educational and mini-sites. Content updates to membership, development and education sections. Created mini-sites for special projects and events. SQL content management.

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 and content management for print and web interface 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. Projects included creating outdoor and indoor banners, bus wraps, signage and other materials, some of which are still in use at the shows.

01/2003 – 10/2004 & 01/1994 – 12/1996

**VALENCIA COMMUNITY COLLEGE**, Orlando, Florida

**Adjunct Professor and member of Business Advisory Committees and Graphic Design Program Development Team**

In addition to teaching multiple courses, participated in business advisory committees for graphics and CAD programs, as well as curriculum design and development for the Graphic Design degree program.

Courses taught: *Multimedia Graphics II*, *Web Design*, and *Introduction to Computers and Logical Thinking*, *Intro to Graphic Arts*, *Typography*, *Layout & Design*, *Graphic Design*.

**EDUCATION**

**SAN JOSE STATE UNIVERSITY**, San Jose, CA – Bachelor of Fine Arts in Printmaking & Photography. Phi Kappa Phi Honor Society.