

Ann Turley
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Visual and Interactive Designer

Graphic Designer Specializing in Visual and Interactive Design and Production

Skills and Software Proficiency

Expert: Photoshop, Design, Redesign, Art Direction, Maintenance and Production for Web and Microsites.

Intermediate: Responsive Design for Mobile, Tablet and Desktop. Email Campaigns, Banner Ads and Multimedia. HTML5, HTML, XHTML, CSS3, CSS, Web Standards, Validation, Macintosh and PC Platforms, InDesign, Illustrator, Dreamweaver and Flash.

Editing Competency: JavaScript, jQuery Plugins, WordPress, PHP Include Files and ActionScript.

Experience with: Omniture SiteCatalyst, Google Analytics.

Current and Previous Clients

SAI Global, John Hancock Investments, Manulife Asset Management, State Street Bank, Fidelity Investments, Putnam Investments, Kurzweil Medical Learning Company, Glaxo Smith Kline, Advance PCS (Caremark), American Board of Family Medicine, Anthem Rewards, United Therapeutics Corporation, Mayo Clinic, Verizon, Bell Atlantic E-Commerce, AT&T, RCN, Harvard Business School, Harvard Medical School, Course Technology, TJX, BJ's Wholesale.

Employment

SAI Global, Waltham, MA (May, 2013 – July, 2013)

Visual and Interactive Designer

- Design of online learning programs for international clients, foreign translations include 65 languages. Utilized InDesign, Photoshop and Microsoft Word.

Jane Estella Sculpture, Gail Jerauld Bos Art Work, Paula Piraino Grimes Fine Arts, Amanda Conklin Fine Arts, Lakota Images Photography, Artios Architects, Boston, MA

(January, 2012 – present)

Visual and Interactive Designer

- Web and mobile website design and development. Utilized HTML5, CSS3, Responsive Design, PHP Include Files, Dreamweaver, Photoshop and jQuery Plugins.

John Hancock Investments, Boston, MA (June, 2007 – December, 2011)

Web Graphic Design and Production

- Design, redesign, rebranding, production, launch and maintenance of 10 websites and corresponding microsites, some in accordance with existing corporate standards: Manulife Asset Management, Manulife Capital, John Hancock Forest Products Team, John Hancock Food and Commodities Team, John Hancock Realty Advisors, others with original branding: Hancock Timber Resource Group, Hancock Agricultural Investment Group. Utilized HTML, XHTML, XML, CSS, Spry Assets, JavaScript, Flash, ActionScript.
- Production and maintenance of RSS Feed for Manulifeam.com and in French for Gamanuvie.com. Utilized XML.
- Production and maintenance of sites in Japanese and French. Utilized HTML, XHTML, XML, CSS, Spry Assets, JavaScript, Flash, ActionScript.
- Designed and produced social media components for campaigns.
- Worked cross-state, time zone, country and continent with content managers, marketing managers, project managers, senior developers to gather requirements and to achieve the final goals for websites and microsites.

- Collaboration with outside vendors in the creation of site features *Manulife Asset Management Global Intelligence Interactive Newsletter*, the *Manulife Asset Management Dialogue Speaker Series* video presentation and interactive movies. Utilized XML.
- Implemented the web analytics tools, Google Analytics and Omniture SiteCatalyst, to determine the effectiveness of the company's websites. Collected information and created reports listing data over time for such topics as the number of visitors, files requested, time spent on the site.
- Utilization and maintenance of Interwoven Teamsite content management system for production and maintenance of 10 websites.
- Created and maintained technical documentation.
- Daily maintenance work on 10 Manulife Asset Management websites. Completed all day-to-day work within service level agreements at a time rate of over 99%.
- For Manulife Asset Management SharePoint site, created over 100 learning modules, Wiki site, multiple section graphics, logos, project sites and subsites.

Fidelity Investments, State Street Bank, TJX, BJ's Wholesale Club, CentrePath, Lakota Images, Artios Architects (2004 – 2007)

Web and Graphic Design

- Design, production, launch and maintenance of website, intranet site, Flash movie, e-mail and banner ad campaigns. Utilized HTML, PHP Include Files, CSS, JavaScript, Flash, ActionScript, Photoshop, Illustrator, Dreamweaver, Sound Forge.

Medical Learning Company, A Ray Kurzweil Company, Wellesley Hills, MA (2000 - 2004)

Art Director

- Art direction, design, production, launch and maintenance of sites and applications featuring on-line learning for MD's and RN's. Medical Learning Company, FamilyPractice.com, American Board of Family Medicine, AdvancePCS (Caremark), *BioPRN*, Anthem Rewards, *Get Fit, Get Healthy*, United Therapeutics Corporation. Close collaboration with a team of marketing, medical and technical experts in the creation and launch of 11 complex websites and the GlaxoSmithKline sponsored application, *Kurzweil Synpatient, for GlaxoSmithKline*. Products met or exceeded sales and marketing goals. Sites incorporated results of usability testing. Utilized HTML, CSS, Flash, ActionScript, PHP Include Files, Photoshop, Illustrator, Dreamweaver.
- The website design for AdvancePCS, BioPRN, received the *2003 Medicine on the Net Web Excellence Award* for Best User Interface.

Verizon, Bell Atlantic E-Commerce, Danvers, MA (1999 - 2000)

Senior Web Designer

- Creation of online and print advertising campaigns. Website design for BigYellow.com and Web@Once. Creation of corporate banner ads, new and expanded sections for website, slide presentations and brochures. Utilized HTML, CSS, Photoshop, Illustrator.

Additional Experience

- Website, interface, multimedia and print design for leading firms that included Bose, RCN, Putnam Investments, Arnold Advertising. Utilized HTML, CSS, Director, Photoshop, Illustrator.
- Designed and painted over 80 original murals in public spaces and retail environments.

Education

Emmanuel College, Boston, MA. B.A., Fine Arts Major
 School of the Museum of Fine Arts, Boston, MA. Diploma student
 International Webmasters Association, XHTML, CSS, JavaScript, WordPress

Professional Associations

International Webmasters Association
 Active member of Meet-up groups in Boston and Cambridge