

GRAPHICS • WEB • DESIGN • ANIMATION

Profile

More than 10 years experience in print and website design focused on developing collateral to support marketing objectives of corporate and non-profit clients. Known for creativity, positive attitude and a proven ability to work within a team environment or autonomously.

Software Skills

Adobe Photoshop
Flash
HTML

Adobe Illustrator
Dreamweaver
CSS

Adobe InDesign
Adobe Acrobat
Microsoft Office Suite

Experience

KERRY O'SULLIVAN DESIGN, LLC – RALEIGH, NC **Founder**

2005 – PRESENT

Manage freelance design business whose mission is to create professional custom websites and collateral which support client's marketing objectives. Lead design direction, manage projects and maintain client relationships.

- Recruited to consult on design and development of interactive multimedia learning modules for University of North Carolina Information Technology Services' (ITS) Teaching and Learning Division's clients, as well as develop marketing materials for UNC ITS' Teaching and Learning department, including posters and handouts.
- Created exceptional design for the Parrish Street Revitalization Project's website aimed at drawing new business to the historical space located in Durham, NC. The website successfully combines the story of Parrish Street's past with the benefits of growing a modern business in the area.

UNC-CHAPEL HILL INSTITUTE FOR SCIENCE LEARNING – CHAPEL HILL, NC **Senior Designer**

2004 - 2005

Advanced the use of technology within the University by determining methods for integrating multimedia into classroom instruction.

- Partnered with faculty to develop creative vision, outline architecture and create storyboards for educational multimedia projects.
- Generated Photoshop designs and Flash animated prototypes for instructional media.

MICROMEDIC WEB SERVICES (MMWeb) – DURHAM, NC **Senior Web Designer**

2000 - 2004

Conceptualized and developed branding materials such as screensavers, brochures, print ads and websites for clients including Fortune 500 companies, government agencies and nonprofit organizations.

- Contributed to high-level strategic direction and creative vision of MMWeb.
- Aided in marketing of MMWeb by encouraging principals to join the Chamber of Commerce, present to local professional organizations and publish press releases in the Triangle Business Journal.

TOTAL SPORTS, INC – RALEIGH, NC
Senior Web Designer

1999 - 2000

Coordinated with multiple editors and site managers in maintaining college and professional sports web sites, including official sites for Grant Hill, Toronto Blue Jays and the NCAA Final Four men's basketball tournament.

- Created new graphic design to better organize and display information on the official Cornell University Athletics' and University of Missouri-Columbia Athletics' web sites.
- Designed and developed Flash animations of college basketball game plays displayed on the Total Sports web site during the NCAA tournament.

IMAGE ASSOCIATES, INC – RALEIGH, NC
Senior Web Designer

1998 - 1999

Conceptualized, designed and developed websites for Image Associates' clients.

- Implemented weekly creative group meetings to promote knowledge sharing.
- Offered promotion to position of Art Director after just one year.

EMJ INTERNET – APEX, NC
Senior Web Designer

1996 - 1998

Created visual interfaces and developed web sites for EMJ's clients, including Governors Club and nationally renowned home goods store, Linens 'N Things.

- Responsible for hiring, training and management of eight-person web design team.
- Advanced technical skill set and improved workflow by learning HTML independently, which allowed me to move from graphic design into website design and development.

Conferences and Associations

- NC Teaching and Learning with Technology Conference, 2004
- Nonprofit Advisors Group (Member 2003 - 2006)
- The Visual Art Exchange (Member 2004 - 2006)

Education

University of North Carolina at Chapel Hill - Chapel Hill, NC
B.A., Anthropology and minor in Religious Studies, May 1995

School of Communication Arts - Raleigh, NC
Certificate of Graphic Design, June 1996