

KYLE J. WILLETT

3805 Waterford Circle • Nashville, TN 37221 • (615) 574-3514 • www.kylewdesign.com

COMPETENCIES

Business:

- Team Leadership
- Budget Control
- Meeting Deadlines
- Creative Strategizing
- Marketing Tools
- Brand Enhancement
- Communications
- Visual Perception
- Ecommerce
- Email Marketing

Web/Multimedia:

- Web Design & Development
- Hand Coding
- Web Standards
- Video Editing

Graphic Design:

- Vector & Raster
- Color Theory
- Typography
- Balance
- Layout/User Interface

Software/Programming:

- Photoshop
- Illustrator
- Dreamweaver
- Flash
- XHTML
- CSS
- Javascript + jQuery
- PHP
- Microsoft Office
- Final Cut

CAREER PROFILE

Highly creative and multitalented **Web and Graphic Designer** experienced in multimedia and print design. Skilled in translating subject matter into concrete designs for a wide range of marketing, promotional and informational materials.

Excellent project management, team collaboration and interpersonal skills; partner with clients to determine business requirements, develop effective solutions and coordinate all graphical and design production.

Perform successfully in deadline-driven environments with an emphasis on design quality, understanding client needs while working within budget requirements to deliver cost-effective solutions.

→ **Web Design:** Able to translate clients' expectations into innovative Websites using artistic ability and visual perception, as well as excellent editing and technical skills.

→ **Graphic Design:** Experienced in producing a variety of designs including logos, banners, large screen projection images, direct mail pieces, and other marketing graphics.

PROFESSIONAL EXPERIENCE

JEWELRY TELEVISION - Web Designer (2007-12/2009)

Initially hired as Web Designer for ShopatHome.com, now JTVwatches.com, and responsibilities expanded to Head Designer role for the Website. Created support materials for Website and marketing campaigns. Became sole designer for company, following Web Director's departure. Worked in a team environment with marketing, photographers, creative, and other personnel on projects.

Website Design, Marketing & Ecommerce Projects:

- **Website Redesign:** Within 30 days as part of a 2-person team, redesigned and rebranded existing site to the new site for JTV — rated among the best retail sites on the internet.
 - Designed new header and navigation; created dynamic category headers for browse page, SEO-optimized, with descriptive text.
 - Coded AJAX product slider for detail page, allowing users to see potentially hundreds of similar products on same page.
 - Technology: Photoshop, Flash, HTML, CSS, Javascript with jQuery, XML, assisted with JSP programming.
 - **Award:** Internet Retailer ranked JTVwatches.com as one of 6 best sites in the Flowers/Gifts/Jewelry category on its "Hot 100 Retail Web Sites" — outcompeting other larger sites with greater budgets and staffing resources.
- **Promotions:** Created compelling homepage promotional graphics for sales/discounts, special events, holidays, new products and more for ShopatHome and JTVwatches. Developed page headers, online ads and landing pages.

- **Email Marketing:** Developed weekly watch newsletter and promotional emails for special events, sales and other marketing effort. Used Responsys for email campaigns.
 - Designed modular email template that increased results of promotional emails.
 - Created and implemented weekly recontact emails to connect with recent, inactive customers.
- **SEO Optimization:** Redesigned and recoded SEO ShopatHome 5 category pages, created SEO pages for each key brand and used CSS for SEO, maintaining design integrity.
- **Website Enhancements:** Created 3 buying guides and product education pages with in-depth information for collectors. Added "Item on TV Now" to home page and created dynamic showtime schedule using Javascript.

KYLE W. DESIGN - Web and Graphic Designer (2002-2007)

Managed and coordinated graphic and Web design projects from initial client consultation through concept development, design and project completion. Worked with clients to determine objective, create vision, conceive designs, content and structure, consistently meeting launch deadlines within budget requirements. Technology use: HTML, CSS, Photoshop, Illustrator, Fireworks, Dreamweaver, Text Editor, PHP, MySQL and Digital Photography in Web and graphic design projects.

Website & Graphic Design Projects:

- Designed Website structure, content, layout, navigation, overall look, and back-end coding for multiple Websites for professionals, businesses and other organizations.
 - Scope of projects included design and programming of content management system and improvements in site navigational structure.
- Created logos; designed 2-sided, 4-color business card; developed blog template for clients.

MIDLAND FREE - Web Master / Band Coordinator (2002-2006)

Organized and edited Website content. Produced designs for marketing materials (direct mailers, booklets, large banners, bulletins). Used knowledge of color, images and effects to enhance desired message. Utilized Photoshop, Illustrator, HTML, CSS, Javascript, PHP and MySQL to complete 200-page Website and other multimedia and video projects (Final Cut Express HD and Canon XL2).

Website Design & Video Projects:

- Completed original Website project involving structure and layout design, graphics, back-end programming, code assembly and content creation in 3 months, cost effectively, with add-ons:
 - Designed and programmed a calendar system with recurring event functionality.
 - Created all front-end graphic interface and back-end programming.
 - Created multiple searchable, dynamic databases and directories and related graphics.
 - Migrated site to content management system.
- Produced (conceptualized ideas and shot and edited footage of) ~30 short promotional videos.
 - Trained others to properly use video camera and editing software.
 - Designed and created curriculum, workbook and PowerPoint for the training course.

EDUCATION

Bachelor of Arts in Multimedia Technologies; 2001 Cedarville University, Cedarville, OH

Internship: Redesigned official Website for an organization, using HTML/CSS and trained webmaster to maintain the site.