

Christopher T. Merkel

2612 Washington Street
Alameda, CA 94501

Daytime: (510) 377-7329 Evenings: (510) 337-9679
Portfolio: <http://home.earthlink.net/~chrismerkel>

Email: chrismerkel@earthlink.net

Objective

I am seeking positions in the field of marketing and advertising, both print and online, and in user interface design. My goal is to build my expertise in art direction and project management as well as visual design.

Skills & Qualifications

CREATIVE SKILLSET:

User Interface Design (10 years)
Web Design (10 years)
Illustration (10 years)
Photography: Film, Digital (10 years)
Typography (10 years)

MARKETING & COMMUNICATIONS:

Brand Management (6 years)
Art Direction (4 years)
Visual Identity Creation (4 years)
UI Planning (4 years)
Project Management (2 years)

USER INTERFACE DEVELOPMENT:

HTML (10 years)
DHTML (7 years)
CSS (7 years)
JavaScript (5 years)
MM Flash ActionScript (2 years)

DIGITAL AUTHORING TOOLS:

Adobe Photoshop (10 years)
Adobe Illustrator (8 years)
Adobe InDesign (6 years)

Macromedia FreeHand (8 years)

Macromedia Dreamweaver (6 years)
Macromedia Flash (6 years)
Macromedia HomeSite (6 years)

Macromedia Fireworks (3 years)

Quark XPress (3 years)

Sonic Foundry Sound Forge (3 years)

Professional Experience

Graphic Designer, Xerox Corporation - Palo Alto, CA - 2004 to Present

- Lead artist for the Xerox DocuShare Business Unit
- Principal contact for approval of DocuShare printed collateral and tradeshow graphics, new website visual designs and user flows, and coordination with corporate branding of internal overseas and third-party development, and external partners and resellers
- In charge of visual design for a new global header and footer redesign project of Xerox.com, strengthening Xerox's online brand identity and creating a more seamless online navigation between online properties
- Lead the visual design of a new Production Equipment area of Xerox.com, increasing online leads by 16-23%.
- Created design guidelines website now used by all Xerox online properties as a reference for visual and UI standardization, and a resource for graphics
- Other current projects include: Xerox.com homepage redesign, DocuShare 5 and CPX product launches, industry segment-specific sites (Small Business, Government & Education, Graphic Arts, and Print Services Providers), and event mini-sites and associated advertisements both on- and off-site

Flash User Interface Designer, Convergys (Contract) - San Francisco, CA - 2004

- Freelance position with a division of Convergys, formerly Digital Think, creating web-based interactive courseware focused on training managers in a variety of tasks and procedures
- Execution of UI prototypes using Illustrator, Flash and Photoshop, and planning user flow through scenes

Production Artist, Yahoo! Inc. - Sunnyvale, CA - 2003 to 2004

- Created online ad units, printed posters, screensavers and billboards
- Maintained corporate and affiliate visual design & UI standards
- Coordinated with Marketing, Writing and QA teams to fit the most content, messaging and interface elements as possible into each given ad unit size across all internal networks and paid placements on partner sites
- Participated in all user experience design meetings related to Personals search advertising
- Produced all ads from initial sketch through to finished code
- Worked closely with User Experience Design team and their site guidelines, as well as the Dallas multimedia group of Yahoo, to produce the Star of Sunset Boulevard website, with integrated live and archived video

Senior Web Publisher, Intel Corporation - Santa Clara, CA - 2002 to 2003

- Planned user flow of 2,000+ page website for more intuitive browsing
- Lead site redesign to bring all pages into Intel.com visual standards, and simplified site construction using SSI
- Created more intuitive interlinking of content to allow researchers to more easily access information
- Increased user-view hits and search engine referrals by 14-20% for busy researchers
- Designed and produced animated Flash presentations for use on web and trade shows
- Coordinated QA testing and content writing, adjusting sitemap & UI design accordingly
- Created new templates for site design, and expanded Intel.com standard UI elements

Senior Artist, Ask Jeeves, Inc. - Emeryville, CA - 2000 to 2002

- Lead artist on 2001 site interface redesign
- Expanded company's brand identity with expanded color palette and redesigned logo & lettering
- Designed 2001 annual report and other print collateral, coordinated with printers and content writers
- Created new ad solution for realizing full-page advertisements on homepage
- Lead construction of internal branding and design guidelines resource for all graphics files used on in-house, affiliate and customer visuals, from print (PDF, EPS, AI, etc) to online (SWF, HTML, CSS)
- Production of coded site designs for Development teams
- Created online advertisements used on partner and affiliate websites

Art Director, Montclare Technologies, Inc. - Oakland, CA - 1999 to 2000

- Lead artist on customer website UI design, involved in all initial customer consultations
- Designed and produced corporate annual reports for 1999 & 2000, including press checks
- Produced customer websites from initial sketch through prototypes and UI sitemaps to final production
- Created online and print advertisements and data sheets for the company

Website Designer, Greensboro News & Record - Greensboro, NC - 1997 to 1999

- Lead artist on customer website design: user interface and planning of site structure
- Lead designer and producer on internal news site designs and special projects
- Consultations with custom website clients for visual- and technical-related questions
- Production of all assigned sites from initial sketch to working HTML pages

Certifications & Awards

Lean Six Sigma Yellow Belt, Xerox Corporation

Xerox Lean Six Sigma combines tools to reduce variation and eliminate process defects with methods to eliminate waste and increase process speed. Xerox integrates these tools with benchmarking and behavior analysis to improve the value delivered to customers.

My training in LSS is at the level of project support and leading projects part-time.

Certified Web Publisher, Intel Corporation

- Fully certified in Intel's Corporate Presence Server environment, with an in-depth knowledge of corporate legal guidelines for image creation and content writing.
- Qualified on Intel's proprietary content management solution and approved for training others in its use.

Education

Maryland Institute, College of Art, Baltimore, MD

BFA in Visual Communications
Presidential 4-year Scholarship
Dean's List
Inducted into National Art Honor Society

Selected Website Projects

- [Xerox.com Global homepage](#)
- [Xerox.com Production Equipment](#)
- [Xerox.com Supplies redesign](#)
- [Xerox.com Product pages redesign](#)
- [Xerox DocuShare website redesign](#)
- [Yahoo Personals: The New Star of Sunset Blvd](#)
- [Intel.com: Technology and Research](#)
- [The Minnesota Tribe](#)
- [Starmount Company](#)