

Andrea Archer
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email: andi@base8media.com
portfolio: www.base8media.com



SUMMARY

- Experienced designer (twelve years) with strong understanding of typography, layout, visual branding and identity strategy
- Complete knowledge of production and implementation in both interactive and print design, including skills in all relevant industry standard software
- Strong experience in the creation of technical solutions. HTML, CSS and other front-end coding skills as well as extensive experience working with programmers to integrate back-end and middle-layer code
- Lead developer of user experience for computer application (web-deployed applications, P2P applications, CD Roms, rich media development)
- Senior team management experience, task delegation, staff hiring and fulfilling large, complex projects on time and within budget
- Experienced in all areas of client liaison from initial concept pitch, through project development and fulfillment

EXPERIENCE

Freelance Graphic Designer

July 2001 through Present

Various freelance design jobs including web site design and production, print design and production, Sales Presentations (Powerpoint) and identity design.

Clients: H2O Associates, Swishmail, DBSessions, PCS Revenue Control, Wyeth Aherst, Genecom, RA Becker Assoc.

Web Designer

QVC, West Chester, Pa.

July 2006 through November 2008

Job responsibilities include art direction and design of graphics for all apparel merchandise for the website (www.qvc.com). Art direction and photo editing for fashion photography. Marketing strategy and development for special promotions incorporating rich media (Flash and video).

New Media Director

H2O Associates, New York City

January 2004 through July 2006 (continuing till present as a freelance consultant)

Job responsibilities include design, development and marketing strategy for New York City based hybrid-media marketing agency. Work extends to all areas of web design, including information architecture, technology integration, "look and feel", flash design and site deployment. Work also includes the full range of print design and production to accompany the interactive campaigns

Clients: American Express, Newsweek Magazine, Clinique, About.com

Creative Director

Superset Technologies, New York City

November 1999 through July 2001

Job responsibilities included creative direction, design, production, team management, information architecture and client liaison.

Clients: Deutsche Bank, Softwax, ExpressAutoParts.com, Revlon, RCA Records

Assistant Creative Director

Gateway Computers, New York City

December 1998 through August 1999

Job responsibilities included creative direction, design, project management, strategy and consulting for the Gateway Computer web site

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EDUCATION

Fall 1995 through Spring 1997
MFA from Columbia University, New York City

Fall 1990 through Spring 1995
BFA from The Cooper Union, New York City

SKILLS

Applications:

Photoshop, Illustrator, Flash, BBedit, Dreamweaver, Indesign, Quark Express, PowerPoint

Programming:

XHTML (hand coding), CSS, AS3, experienced in integrating front-end HTML with back-end code

Platforms;

Mac and PC

Project Management:

Client contact, scheduling, content consulting and management, site auditing and strategy, production management, task delegation, staff hiring, etc.

Information Design:

Experienced in all areas of information design including user interface design, information architecture, and user experience design

Teaching Experience

HTML and general web production training, assisted in teaching a non-linear video editing workshop

Active URLs

- www.team5.com
- www.douglaselliman.com
- www.aboutmediakit.com
- www.positivethinkingmag.com
- www.superset.com
- www.swishmail.com
- www.mariekehrchocolatier.com
- www.danieldosamantes.com
- www.comforcestaffing.com

Partial list of sites now updated or defunct

- www.gateway.com
- www.inmarketinggroup.com
- www.dbsession.com
- www.pamslunchroom.com
- www.pcsrevenuecontrol.com
- www.coolcast.com
- modlog.super-set.com
- www.expressautoparts.com
- www.softwax.com
- www.dbbonds.com
- www.spotshop.com
- www.lucent.com
- www.whatman.com
- www.btlldesign.com

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Portfolio/references available upon request