

# Jeff Bradshaw

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## OBJECTIVE

Creative Director with over 20 years of web, advertising, multimedia and print experience, pursuing a career with a company that is committed to long range plans in the new media market. Seeking an environment that cultivates and supports creative, practical and cutting edge solutions as the core service to their clients. Strong interest in emerging technologies and outstanding experience developing highly usable interfaces.

Experience to lead junior members through the process of branding the "vision" and "spirit" of a company or organization.

## SUMMARY OF QUALIFICATIONS

- Strong understanding of the relationship between UI design and programming technologies.
- Ability to design and develop the layout, organization and information hierarchy of websites.
- Expert knowledge of HTML 4.0 as well as cross-browser compatibility issues.
- Working knowledge of cutting-edge web technologies including JavaScript, VBScript, ASP, streaming media, DHTML and CSS.
- Expert knowledge of graphic design, design applications, and user interface fundamentals.
- Good oral communication skills for effective communication to clients and project team members.
- Ability to produce content quickly and accurately under strict deadlines.
- Ability to conceptualize, design and develop the GUI of a website and incorporate branding, animation, images, text and audio into the design of web.
- Strong marketing and branding skills.

## WEBSITES

(select to preview)

[Online Portfolio Samples](#)  
[Delegata Website](#)  
[Arris Interactive Flash Tradeshow Demo](#)  
[CalPERS Public Website](#)  
[Delegata e-Newsletter](#)  
[San Diego Caltrans District 11 Website Prototype](#)  
[CondoCerts Website Prototype](#)

## AWARDS

**Sacramento 2000 Dottie Awards Nomination** *Best in Services*  
Online shipping application for Electronic Freight Exchange  
**Arky Award** *Best Computer Game of the Year*  
Audio Visual Game of the Year for Commadore 64 version of Congo Bongo  
**Sacramento Ad Club Awards**  
6 Gold and 3 Silver Awards for Buffalo Chips Potato Chips

## EXPERIENCE

**DST OUTPUT EI Dorado Hills, Ca**  
Currently managing the design and production of client statements for the Versamark 5000 - Kodak's new digital high speed inkjet printer. Clients include GE, Ford, Chrysler and Mercedes Benz.

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**EXPERIENCE    DELEGATA INC.**

*New Media Design Manager/ Senior Graphic Designer*

Art Director for young e-business and technology consultancy. Facilitated the design and production of all sales and marketing materials including brochures, design of tradeshow booths, website development, Flash enabled PowerPoint presentations, and client site photographer for Department of Justice Data Center.

**Produced website and/ or prototyping for:**

CalPERS (California Personnel Retirement System) ACES

San Joaquin County's 10 Most Wanted

San Joaquin County's Adopt-A-Pet Program

San Joaquin County's Intranet (Oracle Portal)

San Diego Counties CalTrans District 11 website

Prototyping to consolidate 20 unique programs for ADP (CA. Alcohol Drug Programs)

Software Development Life Cycle (RUP) Website and Posters for Legislative Data Center

**ELECTRONIC FREIGHT EXCHANGE**

*Director of Creative Services*

Coordinated marketing strategies and the design and production of all sales and marketing materials for EFX. Received a Dottie nomination and Vanguard award for the year 2000. Produced Flash based website.

**TELTECH INTERNATIONAL / CALL BOXX STUDIOS**

Telecommuted to Cablevision's corporate offices in Hicksville Long Island, NY. Produced graphic applications (Flash and JavaScript) for Cablevision's intranet while operating Call Boxx Studios, an Independent design studio producing website content for CableData/ USCS (intranet apps), Cablevision of New York, Time Warner (intranet apps), Aerojet General , Folsom Antique Plaza and International Billing Services.

**RESOURCE MANAGEMENT INTERNATIONAL/ DESIGN RESOURCE**

*Art Director/ Senior Graphic Designer*

Coordinated all desktop publishing within the company. Designed promotional sales material, advertising, internal communication pieces, presentation materials, newsletters and brochures for clients.

**CALFARM INSURANCE**

*Art Director/ Senior Graphic Designer*

Lead Designer in the corporate marketing department of the largest California based insurance company in Sacramento. Reported directly to the Vice President of Sales and Marketing. Responsible for the conception of marketing strategies and the design and production of sales and marketing materials.

**EDUCATION    AMERICAN RIVER COLLEGE**

Associate Degree in ART: Specialization in Art History, Painting and Graphic Design.

**REFERENCES    Available upon request.**