

MELINDA M. BASHEN

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WEB DESIGNER/DEVELOPER

BRINGING CLIENT FROM IDEALITY TO REALITY

Confident and outgoing, driven by strong work ethic. Extremely organized and detail-oriented, managing multiple projects simultaneously. Skilled in design and concepts, creating websites, print, and digital marketing materials and mockups. Collaborate effectively with teams, ensuring message is conveyed clearly. Eagerly learn new software and proficient in both PC and Mac. Superior customer service, understanding needs and creating from scratch to build.

SKILLS

Software:	Dreamweaver, Fireworks, Flash, Illustrator, Photoshop, After Effects, Final Cut Pro, Premiere, Acrobat Pro, Microsoft Office – Word, PowerPoint, Excel & Outlook
Languages:	HTML / HTML5, CSS / CSS3, XHTML, XML, Action Script 2.0 / 3.0, JavaScript Libraries, JQuery Libraries, PHP / MySQL
Content Management System (CMS):	Drupal, Wordpress, SharePoint (Only in-house)
Social Networking:	Facebook, Twitter, Pinterest
Misc:	508 Compliance (JAWS)

PROFESSIONAL EXPERIENCE

BASHEN WEB DESIGN CO., Reston, VA

2001 to Present

Freelance Web Designer

Worked with client to highlight benefits of having website. Researched security industry, analyzed competition, and developed ways to attract new clients. Designed and created website to fit client's needs.

- Designed and built 3 different primarily informational mock up website(s), enabling client to have selection before final draft into domain.
- Performed web maintenance on existing sites, testing and ensuring correct appearance on monitor and checking for errors.
- Created wireframes on processing book, allowing client to see what website would look like.

AMERICAN INSTITUTE OF THE ARCHITECTS (AIA) HQ, Washington, D.C.

2012 to 2015

Web Support Associate

Provided general web and web-based graphic design support for Director, Brand & Strategic Marketing Creative. Created and edited web graphics and images, maintained HTML web pages, and supplied general web support for Brand & Strategic Marketing team.

- Executed design concepts for print and digital projects, allowing for people without tablets to use iOS/Android and also AIA Convention handbook.
- Supported design consistency through all print and digital marketing efforts, focusing on positioning AIA as modern, relevant, and bold leader.
- Collaborated with supervisor on design concepts, visuals, and graphics before project began, voting on best visual and design concept.

- Conferred and interfaced with Brand and Strategic Marketing team throughout design / production process, preparing for Grassroots and National Annual Convention.
- Provided general web support to Brand and Strategic Marketing Team in managing AIA.org and other web properties and digital products, utilizing HTML5 / HTML or Dreamweaver, testing appearance prior to final draft.
- Resized and altered web graphics and images from thumbnails to regular sizes, for posting to AIA.org and related web properties, enabling automatic display of regular size in slideshow.
- Developed and maintained HTML web pages, fixing bugs and reducing problems.
- Provided print-based graphic support, enabling good-quality pantone color of pantone requiring high-resolution of at least 300 dpi.

THE Z (ZVRS), Washington DC Metro

2011 to 2012

Z Associate (part time)

Specialized in making sales on Z Videophones equipment and benefits. Tasks included demonstrating benefits and products to customers to ensure accurate information and promote customers to produce educated decisions.

- Worked with customers by installing relay-related products such as Z-340 / Zojo / Z-20 / Z5 in homes, allowing hearing-impaired people to communicate with hearing people via included interpreter relay person.

ADDITIONAL EXPERIENCE

BARNES & NOBLE BOOKSTORE, Plantation, FL

Bookseller (Part time)

GEHL GROUP / XENTEL CO, Ft. Lauderdale, FL

Payroll Representative

COMMUNICATION SERVICE CENTERS, Margate, FL

Payroll Officer

AVENTURA HOSPITAL AND MEDICAL CENTER, Aventura, FL

Mental Health Technician

E.K. WILLIAMS & CO., Anchorage, AK

Accounting & Payroll

EDUCATION

Bachelor of Fine Arts (BFA), Interactive Media Design (Web Design / Multimedia), The Art Institute of Washington, Arlington, VA - June 15, 2011

CERTIFICATE

ITIL Foundation in IT Service Management Certificate #1002368072 Registration #74374-14001044 Effective from 10/06/2014 by Beyond20