

## Adina Alexander

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www.adinaalexander.com

## SKILLS

Graphic Design • Website Design & Development • Website Maintenance  
HTML • CSS • Javascript • JQuery • Expression Engine • Joomla  
Facebook • WordPress • Photoshop • Dreamweaver • Flash • Illustrator  
Microsoft Office • OpenOffice • PowerPoint • InDesign • Quark

## URLS BUILT & DESIGNED

www.parcelforum.com	www.cathedralcluster.org
www.sensorstechforum.com	www.ctreading.org
www.documentstrategyforum.com	www.woofnwheels.com
www.eventevolution.com	www.hoeytraining.org
www.chaverware.com	www.informprinting.com
www.ctsa-ct.com	www.silversandsvc.com

... and more on [www.adinaalexander.com](http://www.adinaalexander.com)

## WORK EXPERIENCE

### Contract Work

- 2005 – present Event Evolution, Stratford, CT  
Various web design projects
- 2005 - present MAGTYPE/CR, Stratford, CT  
Various web and print design projects
- 2003 - 2010 Barber Productions, Orange, CT  
Various web and print design projects
- 8/2005 – 9/2005 Byte Interactive, Norwalk, CT  
Information Architecture (wireframes, sitemaps)
- 11/2000 – 12/2000 SiteShell, Shelton, CT  
Customizing web templates for individual radio station clients
- 10/2000 – 1/2001 Lucent Technologies, Wallingford, CT  
Designed & built intranet for Wallingford office

### Web Designer

2/2002 - Present (on freelance basis since 2005) MAGTYPE, Stratford, CT

- Head of Web Design Department
- Designing/building websites for clients in a variety of businesses
- Maintaining current content for clients
- Solving client problems with website, email, etc.
- Heavy use of HTML coding, Dreamweaver, Photoshop, ImageReady, Illustrator, Flash, Quark and related programs
- Light use of ASP, Cold Fusion and PHP programming when needed for web content or databases
- Designing banner advertisements for link exchanges
- Meeting with clients to assess their web needs
- Formulating detailed quotes for website proposals based on client needs
- Print graphic design collateral. Also learned how to prepare and process film for printing using Linotype processor and developing machines.
- Required heavy use of publishing programs, mainly Quark and InDesign, for web design projects and for film processing
- Good organization and prioritizing skills are implemented on a daily basis to keep every client's project on deadline.

### **Creative Director**

3/2001 - 10/2001 Ibotix.com, Wallingford, CT

- Head Web Designer
- In charge of look and feel of websites and building skeletons of websites from finalized designs for integration with Cold Fusion programming

### **Web Developer**

8/1999 - 9/2000 netFeat, Bethany, CT

- Created HTML pages
- Designed web sites: graphically and navigation-wise
- Designed banner advertisements
- Designed graphic elements for web pages
- Updated/maintained web pages on a regular basis

### **Graphic/Web Designer**

2/1998 - 8/1999 CD Universe, Wallingford, CT

- Designed web sites for promotions, events, and special interest pages within CD Universe and wrote copy and content for them
- Created banner ads, promotional graphics, graphical components
- Modified web pages to update information on web site
- Kept organizational schedule of upcoming promotions.
- Created and implemented the production of printed items

### **Photographic Assistant**

10/1996 - 2/1998 Anderson Photography & Video, LLC, Berlin, CT

- Designed newspaper advertisements, flyers, coupons and brochures
- Assisted during studio and on location photography assignments
- Designed wedding albums with clients, client support and follow-up
- Organized and carded negatives for printing
- Prepared finished prints, framed photographs, albums and folios
- Presented studio's work to potential clients

### **OTHER EXPERIENCE**

- Logo designs for CD Universe, Zarzuela Fibers, 3 Islands and more
- 1998 – present Freelance Photographer  
*Weddings, band photos, headshots, portraits*
- 3/2001 Millenium Institute, New Haven  
*Taught Web/Graphic design programs*
- 2/1996 – 10/1996 Substitute Teaching in Connecticut
- 1995 Assistant Editor of New Haven Arts monthly newspaper

### **EDUCATION**

5/1996 - Southern Connecticut State University, New Haven, CT

- Master of Science: Art Education, May 1996
- CT Teacher's Certification: Art Education, January 1995
- 3.92 GPA

5/1993 - University of Connecticut, Storrs, CT

- Bachelor of Fine Arts: Graphic Design/Photography (double major)