



rayna diane hennen

web designer & developer

Profile

A great combination of designer and client-side developer focusing on usable, search engine friendly, front-end web design coupled with organized back-end development and efficient project management. Capable of balancing several projects at once while working comfortably independently or in a team environment.

Experience

Talent Management Alliance • June 2010 - On-going
Web Designer/Developer • New York, NY

- » Design and develop front end user experience on Wordpress for talent management company. Design email campaigns and microsites (also on Wordpress) for events.
- » Installed various plugins to expand functionality including event management system to bring payments in-house and reduce costs.
- » Develop and implement social media strategy to generate new leads.

Phil Cohen Music • Present
Web Designer/Developer • New York, NY

- » Designing website for musician on Wordpress. Site will contain custom post types, videos and audio.

Human Capital Institute (HCI) • Jan 2010 - June 2010
Web Designer • Brooklyn, NY

- » Maintained event site designs and design banners. Provide usability and SEO feedback. Designed, prepared and launched email marketing campaigns. Email branding became more consistent with the company segments they represented.

Institute for International Research • Oct 2005 - Jan 2010

Senior Web Designer/Developer • New York, NY • Oct 2007 - Jan 2010

- » Provided design and technical guidance in CSS (Cascading Style Sheets), Flash and the company's custom CMS
- » Created a centralized filing system to facilitate easy retrieval of files between designers
- » Trained two designers in the company's custom Content Management System (CMS)
- » Managed two designers and a production assistant to ensure deadlines were met
- » Ensure use of Search Engine Optimization (SEO) to maintain and/or improve the company's standings in the search engines
- » Work with various levels of management, including the company President, to ensure clarity of web site requirements throughout the 3 divisions for deadline purposes

Web Designer/Developer • New York, NY • Oct 2005 - Oct 2007

- » Interface design, development and maintenance for over 100 individual conference websites
- » Balance the different website interface needs of three divisions and over 20 producers and Marketing Managers, to create user experiences that are familiar and audience targeted
- » Effectively and quickly learn a new CMS to ensure a smooth transition with minimal effect on timelines
- » Assist conference delegates and partners with their questions by forwarding emails to the appropriate division or resolving any technical issues as quickly as possible to ensure a quality experience with IIR

Bruce Fizzell Photography
New York, NY • March 2008

- » Designed online portfolio for photographer.

Contact Info

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LinkedIn
<http://linkd.in/kjmZoM>

Facebook
<http://on.fb.me/k9eHcN>

Twitter
<http://twitter.com/raynadiane>

Skills

Code
CSS, HTML, Javascript

Software
Dreamweaver, Photoshop, Flash, Illustrator, InDesign, Powerpoint, Outlook, Word, Excel

Content Platforms
Wordpress, Blogger, Drupal, NING

Other
Working knowledge of Actionscript, JQuery, After Effects and Premiere Pro.

Education

New York University • New York, NY

June 2011 • Information Architecture (upcoming)
August 2009 • Intermediate Actionscript (Flash)

Westwood College • Denver, CO
2004 - 2005 • Associates of Applied Science in Graphic Design and Multimedia

The New School • New York, NY
2003 • Introduction to Javascript
2002 • HTML, Flash, Illustrator

Ohio University • Athens, OH
1996 - 2001 • Bachelor of Science in Photo Illustration