

Kenneth L. Maier, Jr.
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Qualifications Summary: *Experience in comprehensive print design and website construction, coupled with my creativity and formal art education, has provided me with highly effective skills in the design field. The ability to meet multiple deadlines, create effective solutions, and a proven record of accurately planning, coordinating, and executing successful media campaigns, highlight my professional qualities.*

Employment:

Freelance Designer 9/03 – Present

- Design of efficient content driven websites including elegant original designs, fast-load graphics and easy navigation with logical sub directories. Continuous support of clients internet applications and content.
- Proficient in the construction of “Ground-Up” websites, including the initial design, function and application, with dynamic content, customer information, e-commerce and search engine placement.
- Working closely with clients to understand their ideas, needs, timelines and budgets.
- Presentation of new marketing strategies including new graphics, customer markets, budgets and projected returns.
- Assessment of client needs and effective application of practical solutions that includes cost analysis and return on client investment.
- Monthly management of e-marketing campaigns, including customer list consolidation, email design and construction with relation to customer website, and returned/remove requests.
- Simultaneous management of multiple clients’ hosting services, security issues, and accounts payable.
- Management of client postcards and brochures including project assessment, design, creation, consolidation of client mailing lists and postal services.
- Complete design of clients’ identity including logo design and letterhead as well as marketing and internet content.
- Proficient use of HTML, ASP, CSS, JavaScript, MS Access and My SQL in conjunction with Photoshop, Illustrator, DreamWeaver, Flash, and MS Office products.

Art Director/ Web Master 5/01 - 9/03

Ramp Motors, Inc. Saint James New York

- Weekly construction of advertisements for multiple company divisions in various national and local publications.
- Presentation of design concepts and capabilities to senior executives.
- Monthly design and management of multiple company division’s direct-mail campaigns including costs, application, demographics and deadlines.
- Continuous maintenance of all company websites Internets, intranets and ecommerce sites including: new graphics, latest specials and sales, up-to-date product information, current employee directories and new technologies.
- Art Director and photographer of multiple photo shoots for new vehicle inventory, store merchandise and marketing campaigns.
- Daily management and assessment of junior designers both in-house and freelance.

Senior Art Director/ Web Designer 5/00 - 5/01

Long Island Web Services, Port Jefferson, New York

- Design and development of corporate websites: original design conception, design layout, website construction

- Coordination of concept presentation to clients
- Presentation of multiple original design concepts including interactive multimedia, CD-ROMs, original print work and art
- Assessment of client needs and time frame
- Recommendation of ideal options
- Project management: oversee testing of website usability: multiple browsers, platforms and bandwidths

Web Designer / Sr. Graphics Specialist 11/97 - 5/00

Praxis Inc, Alexandria, Virginia

National Security Clearance Level: SECRET

- Creation and construction of interactive media presentations
- Direction and maintenance of government research Internets and Intranets including: Naval Research Lab (NRL) programs, Code 8200, Code 8120, Virtual Hub, Electronic Data Manager (EDM), Improved Data Modem (IDM), Solar Earth Coronal Connection and Heliospheric Investigation (SECCHI)
- Design and development of company Internet and Intranet
- Design 3-D Conceptual Models

Skills: PC and Mac Platforms

- Photoshop, Illustrator, DreamWeaver, Flash, FireWorks, Quark Express, and Microsoft: Front Page, Power Point, Word and Excel.

Programming Languages:

- ASP, HTML, Java Script, Visual Basic

Databases:

- MS Access, MYSQL, SQL

Education: Bachelors of Fine Arts, Columbus College of Art & Design, Columbus OH. 1994

Websites: harveyhummer.com, rampbussales.com, northbayhummer.com, northbaycadillac.com, jackanthony.com, gsimusicandgifts.com, qosina.com, milldirectsales.com, rampmotorcycles.com, ramphummer.com, kuhnbrothersconstruction.com, nelinbrothers.com, pxi.com, code8200.nrl.navy.mil