

Jeremy L. Zevin

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Experience:

Senior Designer – November 2006 to present

Energy Solutions International www.energy-solutions.com Philadelphia, PA

- Art Direction and design for all visual aspects of ESI Inc.
- Designed and implemented corporate public website which included weekly maintenance, SEO and backend development
- Established new brand identity which was used by me throughout all front-facing collateral including PowerPoint templates for board meetings and customer presentations, ad design for various industry publications and trade shows, datasheets, whitepapers and other promotional sales material
- UI design for three new applications which included icons, buttons and Flash widget design for new pipeline dashboard product
- Maintained brand identity through numerous marketing campaigns which included email and special landing pages
- Photographed corporate events including product launches and other special events
- Worked with product managers and marketing team throughout all processes

Senior Designer [Contractor] - April 2006 to November 2006

Paskill Stapleton & Lord www.psandl.com Glenside PA

- Created static designs to be implemented by client or in house dev team
- Created billboard designs coinciding with client promotional campaigns
- On-site client photography including post color correction, masking and manipulation of raw photos to be used as cross-media assets for various projects
- Designed effective email campaigns
- Created wireframes and rough/concept sketches for client site re-designs
- Created Flash portal for donor driven support
- Clients included Holy Family U., Monmouth University, LaSalle, U.S. Coast Guard Academy, U.S. Air Force Academy, U.S. Naval Academy

Senior Designer - March 2002 to November 2006

Thermo Electron Corporation www.thermo.com Philadelphia, PA

- Art Direction and design for all visual aspects of InnaPhase Corp. including but not limited to the following: external website and internal intranet, trade journal advertisements, software user interface design, trade show graphics. PowerPoint templates, marketing collateral, software manuals and internal style guides
- Conceptualized, designed and developed InnaPhase.com
- Maintained and updated website including web-based marketing efforts
- Assisted with InnaPhase marketing efforts including trade journal advertisements
- Designed & produced PowerPoint presentations for use in trade shows & sales presentations
- Developed & produced Flash demos showcasing InnaPhase products and features
- Designed, developed and maintained the InnaPhase corporate intranet
- Maintained brand and corporate identity consistency throughout work
- Developed proof of concept Flash demos for new InnaPhase software solutions
- Helped with design and usability issues for InnaPhase software solutions

Senior Designer [Contractor] - May 2001 to March 2002

Office of Information Technology www.nj.gov Trenton, NJ

- Essential member of the New Jersey Office of Communication and Creative Services
- Established and implemented statewide branding, including usability and design
- Developed demos and applications showcasing state's technology from concept to implementation

- Created Flash interactive presentations for government initiatives
- Trained members of the OIT team in diverse skills, including Flash and Dreamweaver

Senior Web Designer - May 1998 to March 2001

JuniorNet Corporation www.juniornet.com Boston, MA

- Led design staff of four to create and maintain complex company web presence
- Conceived and executed web branding for the JuniorNet product
- Designed complete web site to meet specifications and user requirements
- Created unique branded spaces for high-profile projects
- Helped blueprint the information architecture and technical functionality of the design
- Designed interfaces and characters for over twenty JuniorNet activities
- Developed online branding for JuniorNet's content partners, including Zillions (Consumer Reports' magazine for children) and Weekly Reader
- Designed user-friendly interfaces for message boards, puzzle games and information-oriented activities

Junior Designer - May 1997 to April 1998

Liquid Design www.liquidesign.com (now www.limeinteractive.com) NYC, NY

- Designed and developed promotional pieces for clients in Director/Shockwave, including Sony, which creatively showcased Sony's new, Steady Cam technology
- Clients included Arthur Andersen Consulting, Bell Atlantic, and Sony

Designer - September 1995 to April 1997

Information Institute of Syracuse, Syracuse, NY

- Headed the graphics department for the IIS Development and research team
- Produced the AskERIC Virtual Classroom using the Intel Corporation's The Palace
- Created an AskERIC multimedia CD-ROM presentation with Macromedia Director
- Educated students new 2D and 3D graphics software through classroom sessions
- Awarded Grand Prize in the Palace University Challenge, a contest to develop educational Palace sites

Recent Freelance Projects:

- www.ewarbles.com site design and trade show graphics
- www.ploughstars.com site redesign, SEO and backend implementation

Skills:

Flash/Shockwave, Photoshop, InDesign, Illustrator, Painter, DeBabelizer, Fireworks, Dreamweaver, Director/Shockwave, Quark Xpress, PowerPoint, ActionScript, Lingo, MS Office, HTML, CSS, PHP, MySQL, Mac, PC, UNIX

Education:

Bachelor of Fine Arts May 1998 Syracuse University, Syracuse, NY
Major in Computer Graphics

Accolades & Accomplishments:

- The Design Forte Award from www.netdiver.net
- My site is listed 1st in search for "Philadelphia Web Designer" or "Philadelphia Web Design" on Google this was intentional and proves I know how to get rank organically through good design and SEO
- Took non-credit course on PHP and MySQL development at University of the art 4/2008