



Raun Kercher
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Qualifications

Extensive knowledge of Mac OSX and PC platforms as well as the programs mentioned below. Work well independently or in a group atmosphere. Always prepared to troubleshoot and problem solve. Dedicated to meeting the deadlines. Self-motivated and possess a strong work ethic.

Skill Set

Adobe Flash, ActionScript 2, Adobe Dreamweaver, HTML, CSS, SEO, Adobe Fireworks, Adobe Premiere, Adobe After Effects, Soundbooth, Adobe Illustrator, Adobe Photoshop, Google Analytics, Webmaster Tools, Adobe InDesign, Quark Xpress, Microsoft Office, Adobe Acrobat, skilled draftsman & illustrator.

Career Experience

Freelance Web Designer: Health Advocate™: (February 2011-Present) Design and maintain graphics for website layouts. Collaborate with Art Director and Graphic Designers to create a library website that holds all sales and marketing collateral and media. Collaborate with Art Director to implement changes to existing website. Design graphics to fit new branding. Create custom HTML templates used for eBlasts, electronic newsletters to customers. Involved with the concept development, including sketches for projects created. Edit marketing collateral. Prepare files for print or output. Manipulate photography and create graphics for design layouts. Customize Blog CSS. Train employees in learning HTML.

Web Graphic Designer: Golden Laces, Inc., APEX Janitorial Services, World Fitness Systems™, Custom Laces: (April 2008-February 2011) Design and maintain graphics for website layouts. Create and Edit ActionScript and HTML content for interactive webpage layouts. Create HTML content used for eBlasts, electronic newsletters and promotions. Create web banner ads and animated banner ads. Develop and maintain multiple company identities and brands from a variety of products and services. Design packaging for products. Involved with the concept development, including thumbnail sketches and storyboards for many projects created. Work within budget. Manage company design project work flow. Design printed marketing collateral. Prepare files for print or output in a variety of mediums. Design magazine ads and release for placement. Shoot video and photos for product commercials and fitness demonstration. Manipulate photography. Edit video footage. Improve and Manage SEO. Trained co-workers on design software and design standards and good practices.

Graphic Artist: AEGON Direct Marketing Services, Inc.: (November 2005-March 2008) Worked with the marketing department to achieve an increase in company revenue. Communicated across national locations with marketers and coworkers to complete various direct mail pieces. Designed new identities and design pieces while working with the marketing department. Redesigned and edited many direct mail pieces from existing works. Created variations for direct mailing to the nationwide customers at minimal company cost. Gained solid print production skills. Converted Quark Xpress files to InDesign in an effort to streamline software used. Participated in press checks at several print vendor locations. Prepared and collected files for print by vendor. Transferred files to print vendor by FTP.

Education & Training

Kutztown University of PA, Kutztown, PA BFA, Communication Design, December 2003 Concentration in Graphic Design, Web/Multimedia Design and Illustration. Received a certificate for continued studies in Flash and Dreamweaver workshops at Maryland Institute College of Art in the summer 2005. Attended the Photoshop CS2 Power Tour 2007. Attended the Adobe Flash CS3 Workshop hosted by AIGA in February 2008. Earned a certificate in the Ektron Web Developers Course 2009.

Portfolio

www.raundesign.com