



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

Art Direction, Graphic Design, Web Development, UI/UX Design, Sketch, javascript, jquery, HTML5, CSS3, PHP, .NET framework, XML, Adobe Dreamweaver, Adobe Fireworks, Adobe Premiere, Adobe After Effects, Adobe Audition, Adobe Illustrator, Adobe Photoshop, SEO, Google Analytics, Search Console, Adobe InDesign, Adobe Acrobat, Adobe LiveCycle, Microsoft Office, Microsoft Visual Studio, Microsoft SharePoint, skilled draftsman & illustrator.

Career Experience

Graphic Designer (*March 2013 - Present*) • WSP

Design responsive UI/UX layout and implement responsive front-end web development (HTML5, CSS3, jquery, javascript) for external website and intranet sites. Manage web development project from start to finish. Collaborate with communications team to deliver projects with a fast turn-around time. Set standards for graphics and web development projects specifications. Retouch images. Develop a variety of electronic newsletter email template designs for use in future designs. Provide training to team. Design multiple catalogs of vector graphic icons for various functions. Coordinate and implement multiple photoshoots with employees. Design advertisements for a variety of medium/media. Create interactive PDF catalogs of design inventory. Develop and Design a variety of email campaigns. Design interactive PDF forms containing conditional content and touch pad signature area. Create InDesign template which reformats XML data to character and paragraph styles on import. Create motion graphics and edit video footage for project videos and internal videos. Lead team meetings covering current website analytics. Design trade show booths graphics and flyers for many events.

Web Designer (Contract) (*September 2012 - November 2012*) • AQUENT - NGS Associates

Collaborated with Art Directors. Created custom HTML templates used for eBlasts, of electronic invitations. Developed of rebranding for products and services. Update client website to reflect current client objectives. Manipulated photography and create graphics. Created new design layouts while working within current client branding. Edited marketing collateral from existing design layouts and branding to reflect current client objectives.

Freelance Web Designer (*February 2011 - June 2012*) • Health Advocate™

Designed and maintain graphics for website layouts. Collaborated with Art Director and Graphic Designers to create a library website that holds all sales and marketing collateral and media. Collaborated with Art Director to implement changes to existing website. Designed graphics to fit new branding. Created custom HTML templates used for eBlasts, electronic newsletters to customers. Involved with the concept development, including sketches for projects created. Edit marketing collateral. Prepared files for print or output. Manipulated photography and created graphics for design layouts. Customize Blog CSS. Train employees in learning HTML.

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

raundesign.com