



Raun Kercher  
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## Qualifications

Extensive knowledge of Mac OSX and PC platforms, 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 & Web Developer** (*April 2018 - August 2018*) • STUDIOetc

Managed project workflow. Worked directly with client. Designed exhibit graphics. Prepared files for output by print vendor. Ensured branding and production guidelines were met. Designed templates for other graphic designers to use. Implemented wordpress website updates to improve users' experience. Created and edited video. Edited electronic forms. Captured photography and video. Provided technical guidance to others.

### **Graphic Designer & UI/UX Designer** (*March 2013 - March 2018*) • WSP

Designed responsive UI/UX layout and implement responsive front-end web development (HTML5, CSS3, jquery, javascript) for external website and intranet sites. Managed web development project from start to finish. Set standards for graphics and web development projects specifications. Developed a variety of electronic newsletter email template designs. Provided training to team. Coordinate and implement photoshoots with employees. Designed advertisements for a variety of medium/media. Developed and Design a variety of email campaigns. Design interactive PDF forms containing conditional content. Created motion graphics and edit video footage for project videos and internal videos. Lead team meetings covering current website analytics. Designed trade show booth graphics and flyers for many events.

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

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. Created new design layouts while working within current client branding.

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

### **Web Graphic Designer** (*April 2008-February 2011*) • Golden Laces, Inc. and related companies

### **Graphic Artist** (*November 2005-March 2008*) • AEGON Direct Marketing Services, Inc.

### **Contract Graphic Artist** (*July 2005 - September 2005*) • Tray Business Systems, Inc.

### **Freelance Electronic Designer** (*April 2004 - December 2004*) • Dudnyk Healthcare Group

## 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. Received a certificate for Dale Carnegie Course, Skills for Success 2013.

## Portfolio

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