

Michael DiMauro - Designer

Objective:

To use vision as a designer and a love of interactivity to exceed expectations. Also to use organizational skills, leadership ability, and problem solving to achieve goals and deliver successful projects.

Experience:

Web and Graphics Designer

Hobart and William Smith Colleges, Geneva, NY 05/2006 - present

Responsible for long and short term strategies, design, and production of Hobart and William Smith Colleges website. Recently completed a major overhaul of hws.edu's 40,000 web pages (there are now about 1000). Work directly with all Admissions, Alumni/ae relations, as well as all academic and administrative departments to fulfill their web needs. Manage two web editors.

- Won CASE District 2 Silver Award for the William Smith Centennial Site
- Managed a complete redesign of hws.edu

Art Director

University of Rochester, Rochester, NY 03/2004 - present

Created all graphic and interaction design for UR's 11 River Campus Libraries. Focused heavily on user centered design and worked extensively with UR's usability team and anthropologist. Delegated work to our three programmers and managed staff of student interns.

Freelance Web Design

New York, NY 10/2001 - Current

Created a myriad of projects from online advertising to full blown ecommerce web sites. Worked both alone and in tandem with programmers. Involved in all aspects starting from the sales pitch to finishing with the quality assurance.

- Worked with clients like PETA, Nick.com, and Bausch and Lomb.
- Honed client relation skills.
- Gained a much better understanding of the web development process by experiencing all aspects first hand.
- Worked as a graphic designer, illustrator, programmer, and project manager.

Graphic Designer

Elementk, Rochester, NY 04/2003 – 03/2004

Creating elearning content in flash for Cisco and Microsoft, as well as doing promotional projects for Elementk. Managing media producers both locally and at Elementk's counterpart in India. Skills used: Flash, Actionscript, XML, Photoshop, Illustrator, Excel, Dreamweaver, Sound Forge, 3DS Max.

- Received multiple bonuses for exceeding project expectations.
- Called on to create graphical standards used by all members of the design staff.
- Part of a small exclusive team that developed actionscript for Elementk's new content delivery model.

- Training new hires since second month of employment.

Lead Designer

Alltrue Networks, Inc./Sunshine Amalgamedia New York, NY 10/1998 - 10/2001

Sunshine Amalgamedia became Alltrue networks in June of 2000.

Responsibilities at Alltrue included creating, updating, and overseeing the look and feel of alltrue.com as well as all marketing and internal print projects. Prior to Alltrue responsibilities included designing and programming for a wide range of clients, mostly in the entertainment industry. Also managed freelance designers.

- Kept design fresh and exciting by continually creating new animations for the home page, which helped entice over one million users to register at alltrue.com.
- Worked with many high profile clients like Microsoft, Intel, PBS, PBS Kids, ABC, and DIYnet.
- Coded and designed the original "Who Wants to be a Millionaire" web site. Design was used for two years, throughout the height of the show's popularity.

Lead Designer

MJMI, New Providence, NJ 01/1998 - 10/1998

Created all art and design for the internet division of an ad agency in New Jersey that specialized in auto dealerships. Was also in charge of the division's print work.

- Designed the Cherry Hill Motors website which was awarded Automotive Weekly's Web Site of the Year Award.
- Designed and created over 20 websites in the short time i was there.

Webmaster

Rhode Island School of Design Providence, RI 06/1996 - 01/1998

I was the sole designer/producer/programmer for the second generation Rhode Island School of Design official website. I held a staff of 20 student employees at times, and designed a site encompassing all 18 academic and 28 administrative departments. In this time i also developed an intranet and created a site for the museum with over 300 artworks.

- Won Kaplan's College Site of the Week Award several times.
- Created a web site that was used by one of the top design schools in the world for over three years.

Education:

Rhode Island School of Design
Providence, RI
BFA Illustration, 1996

Syracuse University
Syracuse, NY
1991

Won a scholarship to Syracuse's summer program for advanced high school students. Gained college credits while learning about art and design.

Skills:

Flash, Actionscript, XML, Illustrator, Photoshop, HTML,
ImageReady, HomeSite or BBEdit, inDesign, Dreamweaver, Director, Art Direction,
Graphic Design, Illustration, Traditional Animation, FTP, HTML, DHTML,
JavaScript, Final Cut Pro, 3D Studio Max

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