

# **ANDREW PORTER**

Santa Cruz, CA

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## **PRINT & WEB EXPERIENCE**

### **Print and Web Designer/Production Artist ElevationZero Santa Cruz, CA**

**December 2006 – Present**

Currently working as a freelance contractor for a variety of clients including Cisco, G2Planet, Kia, MEDILINQ, Mitsubishi, Monterey County, Subura, and Zmak Creative.

Use of the following: Dreamweaver and DW templates; Flash; Photoshop; Illustrator; InDesign; Acrobat; hand-coding HTML; modification of Javascript, PHP, and XSL; Content Management Systems; PowerPoint; Quicktime; and Microsoft Office.

### **Print and Web Communications Specialist California State University, Monterey Bay Seaside, CA**

**October, 2001 – December 2006**

Position provides print and web support for the university marketing and publications department. Design and lay out of a wide array of marketing pieces including advertisements, brochures, catalogs, factsheets, newsletters, and presentations.

Also handle production work and pre-press jobs. Design, develop, and manage the university's main website and several department websites. Publish and modify both static and database driven websites. Work with faculty and administrators from various university departments on developing and managing websites.

Use of the following: hand-coding HTML, Javascript programming, PHP and SQL programming, XML and XSLT; Dreamweaver and DW templates, Flash, Photoshop, Illustrator, InDesign, QuarkXpress; Acrobat, PowerPoint, Quicktime, and Microsoft Office.

### **Web Developer Greyzone, Inc. Capitola, CA**

**June 2000 – October 2001**

Worked on user interface and web design; converting HTML-based sites to database driven sites; updating content with database tools; and managing websites. Greyzone's product, "Securezone", is a content management system for large corporate websites that enables multiple users to publish web content while maintaining the brand identity and messaging of the company. Projects required the use of Illustrator, Photoshop, Dreamweaver, hand-coding HTML, Flash, and modifying JavaScript and PHP.

### **Print and Web Designer Aquent Partners (formerly MacTemps) Santa Clara, CA**

**January 1998 – June 2000**

Worked on a wide-range of assignments throughout Silicon Valley for this graphics contract agency. Projects were on-site at advertising agencies, marketing companies, software companies, and internal marketing departments. Provided the opportunity to hone creative, technical, and project management skills within different corporate environments.

### **Graphic Designer CGI, Inc. Capitola, California**

**March 1997 – December 1998**

Worked on the following projects: ads for newspapers and magazines, brochures, corporate identity packages and presentations, newsletters, tradeshow graphics, and web graphics.

## **PROFESSIONAL RECOGNITION**

**Presenter**  
**American Marketing Association**  
**Higher Education Symposium**  
**San Diego, CA** **November 15, 2004**  
Presented paper on "Charlotte - Spin You Own Web", how CSUMB implemented an XML-based content management system.

## **EDUCATION**

**Mac OS X and Adobe InDesign Training**  
**California State University, Monterey Bay** **December, 2004**  
Completion of 5 day training session taught by Adobe Certified Trainers. Subjects covered Mac OS X and iLife applications and migrating from QuarkXpress to InDesign.

**XML Web Content Management Training**  
**California State University, Monterey Bay** **January, 2004**  
Completion of a 5 day training session on implementing a large scale XML-based web content management system for the university's website. Training started with creating XSL stylesheets to handle the layout of the university's website and XML schema files to handle the creation of distinct page types (e.g., news releases, policy articles, etc.). Once the site was deployed users and groups were set up to create and update their pages. Lastly assignments and workflow were created (e.g., authoring, editing, approval, publishing, etc.).

**Flash MX Intensive Workshop**  
**Lynda Weinman ([www.lynda.com](http://www.lynda.com))**  
**Ojai, CA** **June, 2002**  
Completion of a 5 day intensive workshop in Intermediate Flash MX. This workshop covered Flash MX scripting, animation, video, and sound to create dynamic multimedia and Web content.

**Springboard Web Training Program**  
**Aquent Partners (formerly MacTemps)**  
**Cape Cod, Massachusetts** **January, 2000**  
Graduate of a 2 week intensive technical and professional training program in advanced Web design and development.

**Digital Media Program**  
**Cabrillo College**  
**Aptos, CA** **1997**  
Studied graphic design, computer illustration, desktop publishing, digital photography, GIS, the Internet, and Web design.

**Bachelor of Arts in International Relations**  
**San Francisco State University** **1994**

## **INTERPERSONAL SKILLS**

**Seakayak Guide and Instructor**  
**Kayak Connection**  
**Moss Landing and Santa Cruz, California** **1996 - 1998**

**River Rafting Guide**  
**OARS**  
**California and Oregon** **Summer, 1995**

## **HOBBIES**

Graphic design, music, photography, mountain biking, surfing.