



William Deerfield

graphic designer / web developer

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PROFESSIONAL SKILLS

- Successful in increasing company sales through well thought out design using Adobe Photoshop, Illustrator, and Quark.
- Create interactive media using Macromedia FlashMX, DreamweaverMX, DirectorMX, and Microsoft PowerPoint.
- Experience with color correction, resizing and file format changes for multiple platforms and programs.
- Work cooperatively to create public relations packages and promotional advertisement campaigns.
- Experience working with outside vendors, making sure corrections were made in a timely manner and meets deadlines.

WORK EXPERIENCE

- Informz, Inc* *Quality Assurance Engineer* *Saratoga Springs, NY* *2/2012 - Present*
- Design, develop, and implement software quality assurance procedures that will support the testing and delivery of software applications.
 - Work alongside developers in resolving end-user support issues, test feasibility of changes, and assess workflow impact, usability, and style.
 - Participate in requirements and functional spec reviews of new features to convert them to comprehensive test specifications.
 - Ensure software development and support is aligned with testing best practices.
 - Drive the definition and implementation of metrics to provide meaningful QA process improvements.
- Informz, Inc* *eMarketing Designer, Graphic Designer* *Saratoga Springs, NY* *8/2009 - 2/2012*
- Worked alongside Marketing Manager to produce branding and advertisements to promote the company product and maintain branding standards.
 - Responsible for creating and troubleshooting email newsletter templates for clients.
 - Responsible for company maintaining and updating website, branding, and marketing materials as needed.
- El Mondo Inc.* *Graphic Designer, Webmaster* *Clifton Park, NY* *7/2005 - 1/2009*
- Responsible for creating, maintaining, and updating company website.
 - Designed email HTML and text version newsletters for promotions and weekly advertisements.
 - Designed catalogs, postcards, and press kits as well as stationary to promote the brand image.
 - Acted as a liaison between outside vendors to make sure corrections were made and projects were delivered on time.
 - Maintained products websites, such as GolfKnickers.com, Standrewsgolfwear.com, and Oneconnectinc.com.

EDUCATION

- State University of New York at Oswego* *Oswego, NY* *2002 - 2005*
- Bachelor of Fine Arts, Graphic Design, Cum Laude
 - Concentration in Illustration, Web design, and Animation
 - Cumulative GPA: 3.44
- Hudson Valley Community College* *Troy, NY* *2000 - 2002*
- Associate in Arts, Liberal Arts
 - Concentration in Mathematics and Science
 - Cumulative GPA: 3.43

ACHIEVEMENTS

- BFA student exhibition participant (2005)
- Participation in SUNY Oswego "Senioritis" Art Show (2005)
- Secretary, Webdesigner of Oswego State Ski club Web site (2004 - 2005)
- State University of New York at Oswego Dean's List (2003 - 2005)
- State University of New York at Oswego President's List (2004)
- Assistant Producer and Editor of SUNY Oswego TV show "6th Floor Antics" (2003 - 2004)

REFERENCES

Available Upon Request

