

Duskin Donald Hill | UI/UX Designer & Developer

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PROFESSIONAL EXPERIENCE

Senior Web Developer

TOKIO MARINE HCC; Houston, Texas: 2015 - Present

My role was specifically created to replace digital advertising agency dependency on all company websites and intranet. Job title doesn't truly reflect job duties. Responsible for migration planning and implementation to insource company's external website from third party hosting vendor on DNN CMS platform. Upgrade from DNN version 5.6.3 to 7.4. Maintain existing extensive website while simultaneously working on eBusiness strategies to improve SEO, create companywide social media use policy and implementation, and justify eBusiness decisions through use of analytics and exhaustive research. Work with various company departments and entities to collaborate and guide with their specific strategic eBusiness needs. Interview and research business needs and then create wireframes and mockups to the approval and implementation process. Serve as UI/UX expert for other IT initiatives as well as front-end technologies expert including responsive designing tactics and techniques. Author policies and manuals for companywide content contributors. Collaborate with team around the world for centralization of company's eBusiness efforts. Implemented efforts to rebrand all digital assets upon acquisition.

Senior UI/UX Designer

CARDTRONICS, INC; Houston, Texas: 2013 - 2015

Scope, wireframe, design and implement User Interfaces for web-based applications. Conduct user persona interviews to strategize and determine best path for optimal User Experience for consumer and internal web-based applications. Coordinate and code front-end with team of ASP.NET developers, database developers, and business development to achieve completion and implementation of applications including QA testing. Regularly utilize Microsoft Visual Studio, Adobe Dreamweaver, Photoshop, Illustrator, Publisher, PowerPoint, and Visio in the creation and implementation of the process. Programming tools include HTML5, CSS3, Bootstrap 3, JavaScript and JQuery libraries.

Director of Multimedia

DESIGN AT WORK; Houston, Texas: 2011 - 2013

Coordinate and work within a dynamic team (graphic designers, PR writers, account managers, web developers, etc.) to produce numerous web sites, eNewsletters, radio spots, videos, photography, and other PR and Advertising collateral for clientele. Duties include setting policies and procedures, utilizing photography/video talents and skills from inception to end product, and build web sites from concept to launch.

Routinely utilized HTML5, CSS3, PHP, Classic ASP, Bootstrap 3, WordPress, JavaScript, and JQuery libraries. Multimedia and web design/development tools routinely utilized include: Adobe Dreamweaver, CODA, Photoshop, Illustrator, Fireworks, Flash, Premiere Pro, After Effects, Media Encoder, Typekit, Google Fonts, Acrobat Pro, and Final Cut Pro. Utilized cPanel and worked with web host and DNS vendors for web hosting requirements and DNS routing including security certificates. Routinely interfaced with clients to suggest and address their business' digital goals. Conducted cross-browser email-client testing with various software tools.

Webmaster

THE METHODIST HOSPITAL SYSTEM; Houston, Texas; 2008 - 2011

Created wire frame designs for presentation and training purposes with various clients. Consult with system entities regarding social media and SEO with to increase awareness of programs and integrate increased interactivity. Initiated and implemented complex 360 degree virtual tours for community hospitals that are being

implemented system wide. Involved extensively with bringing video streaming service strategies for web enhancement. Initiated and working to formulate professional online videos for various service lines to enhance their online presence and interactivity. Provide photography for various Web sub-site's photos and publications. Regularly created template layouts and individual page enhancements. Instrumental role in migrating between content management systems.

Responsible for creation, enhancements and updates for numerous department, centers and physician organization Web sites within The Methodist Hospital System's (TMHS) Web site umbrella. Trained content publishers in HTML and how to utilize content management system. Analyze Web traffic data to improve and implement search engine optimization tactics for various clients within TMHS. Significant role in pilot project with the MITIE program to transition from BroadVision to MedSeek. This included but was not limited to scoping out needs from the department to creating customized modules to meet MITIE's director Web needs, working closely with MedSeek through regular meetings, and get trained on the administration process. Routinely utilized Adobe Dreamweaver, Photoshop, Fireworks and Easypano. Routinely coded with HTML5, CSS3, JavaScript and jQuery libraries.

Web Designer

HOUSTON INDEPENDANT SCHOOL DISTRICT: Houston, Texas; 2006 - 2008

Formatted and published regular e-Newsletters in mass e-Mail marketing campaigns. Created wire frame designs using HISD's official style guide which includes color schemes. Co-designed entire site using style sheets for all template layouts. Involved extensively in strategizing and implementing transition from content and design content management system upgrades on both a public and private site. Provide photography for Web site's stock photos and print publications. Trained content publishers in advanced HTML and CSS for a more effective workflow. Routinely utilized Dreamweaver, Photoshop, Fireworks, Flash, and Adobe Acrobat Professional. Analyze Web traffic data and implement recommendation for changes to enhance Web site.

Webmaster

HOUSTON LIVESTOCK & RODEO: Houston, Texas; 2000 - 2005

Developed the world's largest rodeo and livestock show website to cater to its more than 18,000 members and millions of visitors and participants. The site reflects an organization that has a local and global economic impact of more than \$250 million annually. Designed and maintained company website while ensuring information accuracy, timeliness of press releases, congruency with design scope and high usability standards. Worked with Macromedia and Adobe suites including Dreamweaver, Fireworks, Illustrator, Photoshop and Flash. Also used HTML and JavaScript. Troubleshoot software and desktop hardware in a help desk capacity for departmental personnel. Composed speeches and letters for the President and Chairman of the Board as needed. Created a weekly e-newsletter including interesting stories, timely information and instructions for a highly diverse user audience. Proofread press materials prior to publication.

Implemented cost-saving move from remote hosting to in-house self-reliance. Recommended and managed the switch from existing ColdFusion technology to ASP.net for quicker results and download time. Worked with IT Director to design and implement a custom-built content management system specific for the unique needs of HLSR. Transformed a static brochure-ware site to a dynamic site including online forms and merchandise store. Provided in-house portraiture, candid, still and sports photography for use in publications.

Web Designer

ECHO CANYON PRODUCTIONS: Austin, Texas; 1999 - 2000

Created this Web design firm to cater to small business, groups and organizations specializing in non-profit groups. Reviewed with clients their vision and wishes for online Web presence. Utilized Macromedia and Adobe suites including Dreamweaver, Fireworks, Illustrator, and Photoshop. HTML and JavaScript also used.

EDUCATION

TEXAS TECH UNIVERSITY: Lubbock, Texas; 1987 – 1992

- Bachelor's Degree – Sociology
- Minor - Communication Studies

ADDITIONAL RELATED SKILLS

- SEO/SEM (15 years)
- Content Writing using AP Style (20+ years)
- Professional Photographer (10 years)
- Professional in Psychology Field (10 years – previous career)