

# JAMES M. DAVIS

Cell: 970-290-4365 Email: j.m.davis@me.com

## Profile

- Seventeen years experience as a technically sophisticated graphic designer and web master with a strong work record that includes considerable experience marketing and promoting higher education.
- Extensive experience with the Adobe suite of software including Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Acrobat, Premiere and Fireworks.
- Frequent involvement and knowledge of multimedia marketing promotions, including the editing of video and animation for use with online presentations.
- Educated in the practice of visual strategy with regards to all aspects of web design, promotional image creation, poster layout, logo design as well as many artistic endeavors.
- Consistently up to date with the accepted use of:
  - Web standards
  - Web accessibility
  - Responsive design for mobile devices
  - Search engine optimization
  - Database management
  - Web site analytics
  - Unix and Apache web server management
  - Social Media implementation
  - Web application security
  - Browser compatibility requirements
  - Wireframe design development.
- Fifteen years programming experience, including current knowledge of:
  - HTML5
  - CSS3
  - AJAX
  - XML
  - JavaScript
  - jQuery
  - MySQL
  - PHP
  - CGI applications
  - Server-Side Includes
  - Adobe ColdFusion
  - Model-View-Controller (MVC) methodology
  - Object Oriented programming.
- Experience in installation, customization and maintenance of both Drupal and WordPress content management systems.
- Effective communicator, adept at building rapport and maintaining positive, professional relationships with coworkers and clients.
- Outstanding problem-solving, analytical and decision-making skills with proven ability to conceptualize solutions to challenging projects and situations.

BFA Cum Laude Graphic Design 1997 from Colorado State University

## Education

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## Employment

### Gryphon Games

Graphic Designer and Layout Artist – Present

- Advisor to business manager for graphic design concepts and best practices.
- Creator of design elements and artwork as required for multiple projects.
- Layout artist for card design components and game box design.

### National Forest Service, State of Colorado

Web Designer Contract Position – 2013 to Present

- Consulted and advised initial plan for templates to be used by National Forest Service units throughout the country.
- Provided multiple design options based on client's priorities.
- Translated chosen design into HTML5 and CSS3 code using current technology and best practices.
- Implemented responsive design elements into templates for use with mobile devices.
- Followed WCAG 2.0 accessibility guidelines.

### Graphic Designer and Web Administrator

College of Engineering at Colorado State University – 2001 to 2014

- Designed and managed the College of Engineering web site for 13 years.
- Authored the online content and overall message of the site when appropriate.
- Oversaw and cooperated with many programmers, web content creators and department webmasters.
- Responsible for both printed and web graphic design projects. These included three redesigns of the College of Engineering web site and frequent collaboration with the College Departments for their visual promotion projects.
- Spearheaded and defined the Social Media initiatives for the College by cooperation with the communication and outreach departments.
- Created and edited videos and integrated numerous media marketing promotions into the site as needed.
- Programmed many online database-driven applications. Among these is a complex Faculty Activity Reporting system to assist in collection and dissemination of ongoing Faculty activities throughout the academic year. Other applications include equipment and lab reservations tools, an internal calendaring system, a configurable computer purchase tool and a job search application for collection of applicant's resumes.
- Served on the CSU Audio/Video Media Standards Committee and the University Webmasters Group.
- Chair of the committee for the creation of a University-wide online application based on my initial design of the aforementioned job search tool.
- Provided technical assistance and design for the implementation of a third party crowdsourcing application.
- Instructed faculty, staff and students on Internet technology and web site creation.