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Highly self-motivated and goal-oriented professional with extensive experience in web design and development, branding and print design, video production, and computer animation. Dynamic team leader focused on developing innovative solutions in deadline-driven environments with a strong track record of meeting project commitments within budget requirements.

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## Web Technology

- HTML5/CSS3
- Wordpress/Magento
- Javascript/jQuery
- Flash Actionscript 2/3

## Video and Graphic Knowledge

- Expert Photoshop and Illustrator Designer
- Editing and Effects Specialist
- Indesign and Quark knowledge
- Directing and Cinematography Experience

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## Technical Proficiency

**Software:** Adobe CS6 Master Suite, including: Photoshop, Illustrator, After Effects, Premiere, Dreamweaver, Flash, Fireworks, Indesign, Acrobat, Quark –QuarkXpress; Apple – Final Cut Pro  
Microsoft – Visual Studio .NET, Word, Excel, PowerPoint, Access, Outlook

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## Professional Experience

Metaball Creative, Raleigh, NC.

August 2010 – Present

**Digital Designer/Developer – [www.metaballcreative.com](http://www.metaballcreative.com)**

Responsible for working directly with clients on a variety of digital projects, including the development and design of responsive websites, collateral and branding designs, as well as branding and strategy.

- Created dozens of branding identities based on client needs. These include company logos, print brochures, direct mail campaigns, business cards and other print initiatives.
- Extensive work on client video productions, animations and business presentations.
- Web design and development with Wordpress and Magento platforms, along with ASP.NET, HTML5 sites. Most built from the ground up.
- The opportunity to work with clients such as Bayer, Teva Pharmaceuticals, Valeant Pharmaceuticals, Eyecare Alliance, and other large corporations.

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Greater Baltimore Medical Center – GBMC, Towson, MD.

August 2007 – July 2010

**Web Strategist – [www.gbmc.org](http://www.gbmc.org)**

Responsible for both internal and external web activity. Developed a long-term solution for web hosting and content management with an involved CMS evaluation and proposal process. Oversaw contract and implementation of new CMS onsite. Assisted in selection of over 200 individuals to serve and be trained in web development using the CMS platform. Designed and implemented both GBMC.org and their internal website, the Infoweb. Both sites consist of over 1200+ pages of information that had to be organized and condensed. Also developed social media and ROI strategy involving Google Analytics.

- Created an interactive campus map that utilizes Flash Actionscript 3 to enhance the consumers' experience: [www.gbmc.org/interactivemap](http://www.gbmc.org/interactivemap).
- Developed UI of "Find A Doctor" module for 600+ physicians.
- GBMC's Infoweb won "Best Intranet Redesign" at the Greystone.net 2009 Awards.
- GBMC.org won "Best Overall Website" at the 2010 Alfred Knight Awards.
- Created an innovative flash website for GBMC's internal marketing campaign: [www.gbmc.org/sunflower](http://www.gbmc.org/sunflower).

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Virginia Health Quality Center – VHQC, Glen Allen, VA.

December 2005 – July 2007

**Communications and Design Coordinator – [www.vhqc.org](http://www.vhqc.org)**

Responsible for VHQC's Web and design functions supporting both the Communications and Information Technology organizations. Led a team in the design, development and implementation of VHQC's website. As Webmaster, established and implemented change control procedures and coordinated all new customer requirement updates. Accountable for providing creative design insights on company brochures, flyers, newsletters and advertisements. Effectively collaborated with team members to problem solve networking issues and apply required computer maintenance and security patches.

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## Other experiences and achievements

- Produced and directed 18 unique films/commercials.
- Freelance designer and developer since 2004. Graphic designer for over 15 years.
- Co-Creator of <http://www.familygonehealthy.com>: A blog about eating and living healthy.
- Creator of "TheHookshot" apparel and shirt designs for geeks and gamers. <http://www.facebook.com/thehookshot>

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## Education/Training

Virginia Commonwealth University (VCU), VA, 2002 – 2005  
Bachelor of Fine Arts, December 2005

Penn State University, PA. 2001 – 2002  
Emphasis in graphic design

References Available Upon Request

View My Design Work at: [www.jnhaswell.com](http://www.jnhaswell.com)