

Linda Shum :: Interactive Designer

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PROFILE

B.F.A in Advertising/Graphic Design. Over ten years of experience in graphic design for interactive multimedia and print. Experience working in design studios, e-learning, and educational publishing firms.

Collaborative and creative professional dedicated to providing high-quality client service in interactive multimedia, web, and print design, development, and production. Self-starter and cheerful team member.

- Print and Web-based training and web site development including project leadership roles, information design, user interface design, HTML, Flash animation, and advanced Flash ActionScript.
- Extensive experience in multimedia e-learning design and development for technology and healthcare clients, including experience with many global initiatives and Fortune 500 companies.
- Print projects for marketing and publishing firms from concept to completion; color correction, print specifications and press checks.
- Talented graphic artist skilled in practical and conceptual development.

EXPERTISE

Interactive Design & Strategy, United Way of the Bay Area, San Francisco, CA 2006-present

- Interactive User Interface Design and Information Design
- Create subsites and event websites as required such as www.211BayArea.org & www.EarnitKeepitSaveit.org
- Consult with clients to determine the best delivery method to suit the needs of the project
- Hire and art direct freelance designers and programmers
- Print design for marketing collateral and trade show displays
- HTML emails and web banners
- UI Design and maintain CMS applications for United Way of the Bay Area website and intranet
- Prepare reports for google analytics and manage google adwords account
- Increased online donations 35% through branding and focusing messaging
- Mentor Junior Designers and Summer Interns
- Scripting in Flash AS2, Javascript, PHP, MySQL in a LAMP environment

Multimedia Designer, Crawford & Associates International, Palo Alto, CA 2002-2006

Web-based training projects for Cisco, HP, J.D. Power and Associates Kaiser Permanente, and Logitech:

- Creative team lead for web-based training projects in Flash and HTML
- Work with clients and instructional designers to find creative design solutions to meet project goals
- Provide creative vision for project, train new project team members on project and client styles, and provide ongoing feedback during project
- Track project progress and serve as media team liaison with project managers and instructional designers
- Design and produce web-based courses for global corporate training using client branding guidelines. Subject matter has included software application training, marketing resource management, standards of business conduct, salesforce development, and manager training.
- Develop creative, interactive solutions to facilitate user retention and learning
- Design interfaces for software applications and web-based training

Crawford corporate branding and graphic design:

- Project lead for Crawford & Associates corporate web site redesign
- Design Crawford PowerPoint presentations for sales and company events

EXPERTESE (continued)

Interactive Multimedia Designer (contractor), McKesson Corporation, San Francisco, CA, March 2002

- Designed and produced Flash-based, just-in-time training for McKesson proprietary software
- Developed standalone course to run on sales force laptops without Internet connection

Interactive Web Designer, DigitalThink, San Francisco, CA 2000-2002

Client-facing custom training solutions for HP, Cisco, Intuit, Circuit City and McDonalds:

- Designed and produced web-based courses for global corporate training using client branding guidelines
- Developed creative, interactive solutions to facilitate user retention and learning
- Developed print materials for instructor-led training including booklets and job aids

DigitalThink corporate web and print development:

- Collaborated with Organizational Development team to produce print- and web-based communication deliverables focused on the adoption of internal organizational change.
- Co-webmaster for corporate web site and several intranet web sites
- Maintained client extranet

Conceptual Designer, Staywell/Krames, San Bruno, CA 1998-2000

- Created high-quality patient education materials in collaboration with project team
- Interviewed physicians, nurses and other healthcare professionals to ensure content accuracy and market appropriateness
- Provided art direction for photography and illustration
- Created web-based training and downloadable patient education materials in 16 languages
- Proofed color separations for booklets and brochures
- Created information architecture for corporate intranet

Marketing Art Director (contractor), Creative Publications, Mountain View, CA 1997-1998

- Designed marketing materials for sales, catalogs, workshop announcements, and trade shows
- Preflight of all mechanicals resulting in a decrease in cost for press changes
- Art directed freelance talent and photography shoots
- Attended press checks and approved color proofs
- Researched stock photography to find low cost alternatives

Design Manager, NTC/Contemporary Books, Chicago, IL 1987-1997

- Managed design department of foreign language textbooks, ancillary materials, and marketing collateral
- Responsible for conceptual design and production of book covers, interiors, and packaging
- Developed schedules and provided design direction in collaboration with senior editorial director and writers
- Presented concepts to senior management and sales team for signoff
- Tracked progress and resource needs for 30+ ongoing projects
- Hired graphic designers, freelance designers, and illustrators
- Mentored and trained new team members
- Contributed to discussions of submitted manuscripts for publication
- Produced electronic mockups and marketing materials for NTC/Contemporary Books Catalogs and collateral

EDUCATION

Oklahoma University, Norman, OK
B.F.A Advertising Design

SKILLS

Certification:

- Web Developer Program (Apache, IIS, MySQL and PHP)
- Certified Macromedia Flash Designer

Technical:

- Adobe Creative Suite, MS Office and other industry standard applications