

Jamel Singleton

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Brief Summary of Skills & Qualifications

- + Eleven years of experience working in the creative design field.
- + Has produced a multitude of products for web and other interactive formats.
- + A strong computer background, keen ability to quickly learn new software and operating systems, familiar with a variety of hardware.
- + A team player, highly positive, hardworking, resourceful and cool under pressure.

Creative Background

I have been providing creative services and advice to businesses throughout the valley for eleven years. Over the last two, I have been working at azcentral.com, where I've primarily focused on user experience design and high traffic site design.

Key Skills

Wire frames, flow charts, sitemaps, User experience design, banner design, Photoshop, Dreamweaver, Flash and Illustrator

Hobbies

Despite the fact I use a computer for work, a vast majority of my recreational time is spent on a computer as well. I'm an avid fan of technology and closely follow developing tech & gadget news.

Portfolio

<http://www.d360.org>

Professional Experience

azcentral.com/The Arizona Republic Phoenix, AZ

2007 - Present | Website Designer Sr.

Responsible for conceptualizing the visual look and feel of azcentral.com, and the Arizona Republic's online brands. This includes azcentral.com, arizonarepublic.com, lavozarizona.com, and the KPNX Channel 12 website. Was instrumental in the design of azcentral's mobile websites including an iPhone OS compatible version. Also gained some experience creating user interfaces for iPhone App development.

workinsports.com, Scottsdale, AZ

2006 - 2007 | Creative Consultant, Web Designer

Asked to conceptualize and produce several creative alternatives to the then - current workinsports.com site design. The redesign has resulted in better brand awareness, increased site enrollment and a rise in revenue for workinsports.com.

Rocky Mountain Marketing, Tempe, AZ

2003 - Present | Creative Consultant, Web Designer

Duties include maintenance and design of all Hooters franchise websites in the Southwest region, as well as Hooters Mall of America located in Minnesota. Must maintain a consistent visual style in line with all current in-store and point of sale marketing efforts with limited art assets and resources.

Fasturtle Technologies, Scottsdale, AZ

2001 - 2005 | Creative Consultant, Web Designer

Working on multiple concurrent contracts over five years, my duties were multi-faceted, producing content for web, print, and interactive CD-ROM. During my time working with Fasturtle the company enjoyed substantial growth, increased profits, and a boost in return business. The company also received multiple web design awards and a "Best of Arizona Business" award from Arizona Business Magazine, in the category: *Advertising and Marketing: Web Design/Internet Marketing*.

Webemercial Interactive, Phoenix, AZ

2003 - 2004 | Vice President of Digital Media

2001 - 2003 | Senior Designer

In this position my duties included leading the design and production of interactive media, CD-ROMs, websites and flash based online ads known as "Webemercials". In 2003 I was promoted into the position of Vice President, Digital Media. While maintaining my previous duties I was given the added responsibility of researching new technology, communicating with and managing vendors, working as a client liaison and directing a small team of junior designers.

Vision Stream, Scottsdale, AZ

2001 | Lead Programmer of Multimedia

2000 | Multimedia Programmer

Originally hired as a Multimedia Programmer my duties were to produce CD-ROM software, user-driven presentations and promotional print materials. I also collaborated on various projects in other mediums including hand drawn storyboards, site-maps, music/sound effects design and 3D Animation. Later as the Lead Programmer of Multimedia I was given additional responsibilities, including coordinating projects with sales and design teams, leading a new web design initiative, conducting interviews and developing a project workflow for the creative team.

Additional Information

- + References happily provided, upon request.
- + Additional samples of digital and printed work available for review.
- + Thank you!

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Education & Training

2009 | IDEO Creative Strategy Session

8 Hour course on the fundamentals of the IDEO approach to creative design lead by managing heads of The Arizona Republic.

2007 | Lynda.com, Online

CSS crash course by Sitepoint 2.75 hour training course
Instructor: Kevin Yank (Technical Director of sitepoint.com)

2003 | AVR, Phoenix, AZ

Media 100, Video editing 5 day training course
Instructor: Kevin Dunsheath (Systems Sales Engineer, Arcatron)

2003 | Desert Mountain Media, Phoenix, AZ

DVD menu design, 3 day course
Instructor: Mike Rivera (Art Director, Sony Pictures DVD)

2001 | Flash Forward, San Francisco, CA

Intensive workshop, plus three-day educational conference and International Flash-related film festival.

2000 | Brainbench, Chantilly, VA

Photoshop Certification Course
Instructor Comments: "Demonstrates a clear understanding of many advanced concepts within this topic. Capable of mentoring others on most projects in this area".

1996 - 1998 | The Art Institute of Phoenix, Phoenix, AZ

Associate of Applied Science Degree in Computer Animation