

Charlotte A. Chapman

Contact

Email: charlotte.a.chapman@gmail.com

Portfolio: <http://charchapman.com>

Phone: (831) 359-5645

Objective

To use my graphic design, web design and development, print production, animation, and illustration skills to fulfill the creative needs of commercial industries

Summary of Qualifications

- ◆ Over five years of experience in professional graphic design and production using Adobe Photoshop, InDesign, Illustrator, Flash, Dreamweaver and After Effects
- ◆ Over seven years of digital illustration, digital line art, and concept art creation with Adobe Photoshop and Painter
- ◆ Knowledge of programming/scripting languages, such as CSS 3, HTML 5, (X)HTML, JavaScript, C++, Actionscript 3.0, Unix, VIM, XSL and XML
- ◆ CMS customization experience with OUCampus, Ning, IBM Websphere, GroupMind Express, WordPress, Drupal, and Joomla
- ◆ Advanced knowledge of Microsoft Office, including Word, Excel, and Powerpoint
- ◆ Able to learn new software and coding languages swiftly
- ◆ Able to work quickly to meet deadlines for time sensitive projects
- ◆ Able to work on projects with little supervision
- ◆ Proactive with problem solving
- ◆ Professional and academic experience working collaboratively and solo on various projects
- ◆ Freelance experience on various projects, including graphic design, web design, web production, brand design and character concept illustration
- ◆ Project Management experience for various projects
- ◆ Over two years of academic experience with Maya 8.5 for 3D modeling, texturing, skeleton building, skin weight adjustments, rigging, lighting and animation

Degrees

Bachelors of Science in Information Technology and Communication Design May 2009

Cum Laude with Distinction

CSU Monterey Bay, Seaside, California GPA: 3.705

Associate in Arts in Liberal Arts and Sciences May 2006

with Honorable Mention

Cabrillo College, Aptos, California GPA: 3.46

Professional Experience

San José State University August 2011–Current

Graphic Web Designer

- ◆ Create design prototypes, including graphic design, site navigation, and layout of content, develop user-friendly interfaces to University websites and web applications, and develop new templates and update the university template kit
- ◆ Research new web technologies and vendor solutions for possible inclusion into the university website while evaluating and enhancing the efficiency of existing solutions to support emerging technology and growing user needs
- ◆ Prepare product evaluations, summaries and recommendations to improve the quality of web based designs and liaison between vendors and SJSU
- ◆ Provide basic analysis of data to appropriate campus committees, and design, manage, and build websites using technologies that are universally accessible and conform to the standards and practices of the campus
- ◆ Update and monitor the University web pages (examples: repair broken links, check data accuracy, and monitor compliance)
- ◆ Implement and evaluate websites inside SJSU.EDU for usability
- ◆ Provide consultation, support and training for content editors and website managers on design techniques to improve and enhance their website's performance (such as creating graphics for their websites to use, content, page layout, effective use of existing graphics, navigation, information architecture, smart phone friendly presentation and search engine optimization)
- ◆ Evaluate websites for accessibility using Section 508 guidelines and document online resources, frequently asked questions and training outcomes

Charlotte Chapman Art and Design

January 2008–Current

Art Director and Owner

- ◆ Work on a variety of graphic design projects for clients, including identity packages, store signage, posters, icons, instruction manuals, newsletters, brochures, and booklets
- ◆ Web design and development for clients using HTML, CSS, JavaScript and content management systems
- ◆ Digital illustration for clients of characters
- ◆ Animation and interactive media using Flash
- ◆ Web marketing experience including SEO

WorkIn.com

October 2010–July 2011

UI Designer

- ◆ Work on web design and UI design projects for various web products and services
- ◆ Build and edit web pages using HTML, CSS, JavaScript, PHP, Dreamweaver and VIM. Upload completed files via Unix
- ◆ Work collaboratively with the Marketing Department and IT Department on projects including branding, logos, postcards, websites, eblasts, and banners

West Marine | 500 Westridge Drive, Watsonville, CA, 95076

July 2009–March 2010

Store Operations Specialist I

- ◆ In charge of the web design, development and content of the Stores section of HomePort (IBM's WebSphere CMS). Made all pages cross browser compatible and rewrote the code so that they used CSS
- ◆ Create various graphics for HomePort
- ◆ In charge of the *West Marine News*. Design, layout and edit the *West Marine News*, a bi-weekly published newspaper for associates
- ◆ Work with external printer to get *West Marine News* printed
- ◆ Designed the West Marine University 2010 website and logo used for the event. Managed and worked with external company to get website developed
- ◆ Filmed video footage, edited video in Final Cut Pro, and produced DVDs on company standard operating procedures
- ◆ Answer customer service calls and support West Marine store associates

CSU Monterey Bay | Seaside, CA

School of Information Technology and Communication Design

February 2007–May 2009

Graphic Designer

- ◆ Create posters, fliers, brochures, icons, logos, mailers, and exhibition graphics on set deadlines using Illustrator and InDesign
- ◆ Work with external printer to get exhibition graphics printed
- ◆ Print production on the Epson Stylus Pro 9800 large format printer and HP Color LaserJet 5550 dtn tower printer
- ◆ Replace paper and ink in the Epson Stylus Pro 9800 large format printer
- ◆ Digital Photography
- ◆ Record video, edit video footage, and create video ads
- ◆ Work collaboratively with faculty on various projects
- ◆ Edit various recruitment content
- ◆ Answer office telephone and assist patrons
- ◆ Participate on hiring committees for new professors
- ◆ Participate in monthly department meetings with faculty and staff

Graphic Design and Print Production Experience

June 2011: Designed product tags for LaLa Originals

May 2011: Rebranding logo for Merit ePartners as a contract worker for Hana Group

April 2011: Created artwork for Central Coast Federal Credit Union ad as a contract worker for TMD Creative

April 2011: Designed business cards for iResult

February 2011–Current: Designing product tags for Bountiful Basket

March 2011: Designed business cards for Virtuoso Productions

February 2011: Designed Carmel Lodge brochure

December 2010–February 2011: Designed Imagine College's letterhead, memo and business cards. Designed iResult Powerpoint template

January 2011: Designed logo for Asilomar State Park Centennial

December 2010: Worked on redesigning Imagine College's logo

December 2010: Designed Bispo Surfboard business cards

December 2010: Designed business card for Christopher Ward

October 2010–December 2010: Worked on redesigning Imagine College's logo

November 2010: Created brochure for Carmel Resort Inn

October 2010–Current: Designed various brands and logos for Workin.com's new job seeker sites, Maui Homes By Zip and Reno Staffing. Developed brands visually for marketing team for First 2 Know, Affiliate Program, Stop and Shop.

October 2010: Redesigned Carmel Cutlery's business cards

October 2010: Redesigned Signature Day Spa's business cards and brochure

August 2010: Created booklet, flyer and signage for Marina Dunes Beach Resort

July 2010–August 2010: Design Visual Merchandising binder for West Marine

March 2010–May 2010: Design new store signage for West Marine

March 2010–May 2010: Design new store posters for West Marine

March 2010–May 2010: Icon study and development for West Marine

March 2010–June 2010: Logo design for Imagine College/ Dare to Dream

July 2009–March 2010: Design, layout and edit the *West Marine News*

August 2009–September 2009: Created logo for the Institute for Innovation and Economic Development at CSU Monterey Bay

February 2007–May 2009: Worked for the School of Information Technology and Communication Design at CSU Monterey Bay. Designed brochures, posters, and flyers using design programs, including Adobe Photoshop, InDesign, Illustrator, and Painter. Printed out work using large format printer, duplex printing, and standard printing

2006: Created a CD cover, booklet, and disc cover

Web Design and Development Experience

January 2011–Current: Designing and building website for Asilomar Centennial celebration on a team

October 2010–July 2011: Design wireframes, website prototypes, and build web pages using HTML, CSS, PHP and JavaScript for Workin.com. Upload web pages via Unix. Design online advertising for various products/services. Design and build promotional HTML emails to send to clients

May 2011–October 2011: Designing and building website for Merit ePartners as a contract worker for Hana Group

June 2011–July 2011: Rebranded visually GroupMind learning module for Stanford University using CSS and HTML

May 2011: Took over building the Jet West website as a contract worker for Hana Group using HTML, CSS, JavaScript and jQuery

October 2010–November 2010: Designed and developed new index page for Monterey Peninsula Unified School District

August 2010–September 2010: Created a new site design for Gallery 21 as a contract worker for Hana Group

July 2010–March 2011: Updated GroupMind learning module for Stanford University with new styling. Created JDSU learning module screen and print pages using CSS, HTML and JavaScript in the GroupMind Content Management System. Created Cirrus Logic module print styling CSS

July 2010–September 2010: Updated McKay Watches' website with new scripting

July 2010–September 2010: Implemented Google Analytics on McKay Watches' website and set up conversion goals

March 2010–Current: Project Manager for brand design, web design and development team for Imagine College/ Dare to Dream

July 2009–March 2010: In charge of the design, development and content Stores' section of HomePort, which was created with IBM's WebSphere CMS. Create pages using CSS, HTML, FTP and Java. Cleaned up the code so that it was cross browser compatible and used CSS

August 2009–September 2009: Created and branded a simple website using CSS and HTML for mBrace

June 2009–June 2010: Redesigned the website for Dare To Dream. Customized Ning CMS with external JavaScript code, media, and CSS to make the website more functional for client. Created several additional Ning Networks for Dare to Dream, including iDareToTeach

January 2009–May 2009: Collaborative logo and website branding project for private client

Fall 2008–June 2009: Redesigned Master in Public Policy Website for Panetta Institute at CSU Monterey Bay. Built the website using PHP, JavaScript, HTML, and CSS

2006–Current: Created and updated portfolio website using HTML 5, PHP, CSS 3, and FTP technologies. Created a Flash based website using Actionscript 3.0, html, XML, and CSS

Animation/ Video Experience

September 2010–March 2011: Created 2D artwork and storyboard for Central Coast Federal Credit Union TV ad as a contract worker for TMD Creative

July 2010–August 2010: Used Flash to create a new intro animation for a Khaki's Of Carmel website as a contract worker for Hana Group

January 2010–March 2010: Used Final Cut Pro to edit video footage and create video on company standard operating procedures for West Marine

2007–June 2010: Used Maya 8 and 8.5 to create 3D models and animations

2007–June 2010: Used Adobe After Effects for making animations

2006–June 2010: Used iMovie to create video presentations. Taught others how to use iMovie and its various tools to create video projects

Digital Art Experience

2003–Current: Created illustrations, digital line art, concept art, 3D textures, and designs using Adobe Photoshop, Painter and Illustrator

2006–Current: Used iPhoto to import images from digital camera and to manipulate and touch up photos.

Awards and Academic Honors

September 2009: Granted Associate of the Month for improving the design and content of *West Marine News*

Spring 2009: Graduated with distinction in the ITCD major

Spring 2009: Graduated cum laude from CSU Monterey Bay

Spring 2009: Won best Communication Design Capstone award

Spring 2008: Placed in the School of Information Technology and Communication Design (ITCD) Student Digital Art and Design Contest

Fall 2006–May 2009: Dean's List at CSU Monterey Bay

December 2007: First Place in ITCD Game Design Contest

Fall 2004–2006: Honor roll at Cabrillo College

Community Activities

October 2010–June 2011: Mentor on the Santa Cruz/ Monterey cycle team for The Leukemia & Lymphoma Society's (LLS) Team In Training (TNT)

January 2010–June 2010: Trained and participated in a 100-mile cycle endurance event as a member of TNT. Fundraised \$2,880 for the LLS

February 2008–July 2008: Helped students at Chartwell School with learning disabilities learn design and creative oriented programs

References

Eric Tao | Chair of the School of Information Technology and Communication Design at CSU Monterey Bay | (831) 582-4222 | etao@csumb.edu

Patrick Watson | Advisor for Digital Animation emphasis | (831) 582-4567 | pwatson@csumb.edu

Kevin Cahill | Advisor for Web Design and Development emphasis | (831) 582-4566 | kcahill@csumb.edu

Cyril Manning | Director of Communications, San José State University | (408) 924-1166 | cyril.manning@sjsu.edu