

JOHN LILLY

INTERACTIVE DESIGNER

98 Babcock Street
Hartford, CT 06106
860.305.3903
jlilly@johnlillydesign.com
www.JohnLillyDesign.com

EDUCATION: Bachelor of Arts, in Graphic Design
December 2003
Keene State College; Keene, New Hampshire

TECHNICAL SKILLS: I am more than proficient with all standard Adobe print design software (PhotoShop, Illustrator and InDesign) and web software (Flash and DreamWeaver) up to CS4. I hand code HTML and CSS, using standards compliant and semantical markup. I have written HTML specifically for email, and have used a variety of distribution systems. I have experience working with Javascript libraries, including JQuery, and using/ installing AJAX scripts. I have used several different Content Management Systems (WordPress, Drupal, ExpressionEngine) and I understand the limitations and benefits of using these different systems for clients of scopes and sizes, from enterprise level corporations to small business owners and individual recording artists. I have used a variety of shopping cart software/ e-Commerce suites. I have worked with Advertising and Marketing departments using Advertising/ Banner Management software, and Web Analytics packages. I can work on both Macintosh and P.C. platforms. Strong strategic and problem solving skills combined with natural creativity. I also possess strong illustration skills and have some pre-press/ print pre-flighting experience.

EMPLOYMENT HISTORY: **John Lilly Design.**
March 2003 – present. Working with small to mid size businesses, and local musicians in developing innovative branding and marketing strategies. This work has included logos, static and dynamic websites, branding campaigns, fliers and a variety of other printed promotional materials.

Planet of Sound Recording Studios: Art Director.

July 2008 - present. My main responsibility is working with recording artists in making pitches to labels by establishing cross channel visual branding to match their various genres of music.

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EMPLOYMENT HISTORY:

The Saturday Tech Academy: *Flash Game Programming Consultant.*

October 2007 – April 2009. The Saturday Tech Academy was a special program offered at Pathways to Technology Magnet school in Hartford, CT which provided special instruction/ focus on computer related technology/ software (Flash/ ActionScript/ Game Design) for a group of local middle school students.

Travelers Insurance (AQUENT): *HTML Email Designer.*

October 22, 2007 – August 6, 2008. My main responsibility included the design and coding of HTML emails, used for both the internal and external (Business to Business/ Business to Customer) communication. Other responsibilities include banner design for several internal websites (company intranet and special sub-site for Agents- AgentHQ) and Travelers.com.

Circle Media: *Web Designer/ Analyst.*

May 9, 2005 – June 15, 2007. My main responsibilities included managing the content of several large websites (www.catholic.net, and www.ncregister.com), updating the advertising for these sites, and designing and building websites for outside clients. Other responsibilities included assisting with the design of advertising and marketing materials of client of those websites, developing reports to track advertising, direct marketing design for the printed newspaper and a magazine, and book design.

Connecticut Farmland Trust: *Design internship.*

Summer 2004.

An online portfolio is available at www.JohnLillyDesign.com and references are available upon request.