

Jesse Claggett

WEB DESIGNER

Eleven year career in the Web and eCommerce design fields strengthened by a lifelong interest in Art. Creatively explored web design ideas and applied them to intranet site design, marketing strategy and corporate branding.

Skills

Fluent design skills and understanding of industry standard web design software including Adobe Photoshop, Dreamweaver (Macromedia), CSS (Style Sheets), Flash MX (Macromedia), Adobe ImageReady, HomeSite, Fireworks, Include Files, HTML 4.0 and some XHTML. Works on both Mac and PC platforms.

Experience

2009 to present



Freelance Designer, Mother's Day Out preschool, Austin, TX

Designed and created a website for Mother's Day Out preschool. Coded in Dreamweaver using a combination of HTML, XHTML, and CSS. Researched online for photographs and created final graphics in Photoshop.

www.stmargaretmary.com/mothers_day_out/index.html

2003 – 2008



Lead Intranet Site Designer, Burlington Coat Factory, W. Lebanon, NH - Austin, TX

Designed page layouts, coded pages, created graphics and developed design standards for the intranet site. Edited pages, created graphics and worked on a major site redesign of the external corporate website.

- Used Adobe Photoshop, Dreamweaver and CSS in multiple projects.
- Used attractive and unified design standards to redesign the existing intranet site.
- Created intranet branding standards from scratch and implemented them.
- Designed sites for the new Portal Collaboration Suite initiative.
- Designed user-interface for in-store Baby Registry Kiosk.
- Edited and redesigned pages and graphics for the external corporate site.
- Designed the Cohoes subsidiary website.

1999 – 2002



Web Design and Production Specialist, Gateway/NECXdirect.com, Beverly, MA

Designed online advertising, web page layouts, and site graphics for Gateway.com, Gateway Accessory Store and NECXdirect.com. Designed and created most of Gateway's online banner advertisements. Promoted to lead online advertising designer and worked closely with marketing while managing another designer to create effective, yet timely, graphics. Contributed to several site redesigns for Gateway and NECXdirect.com. Facilitated the design transition from NECXdirect.com to Gateway.com.

- Contributed to maintaining 100% of advertising revenue, despite a 65% decrease in the online budget.
- Designed and created several initiatives for online advertising resulting in a more attractive and unified brand presence.
- Established and maintained the Gateway brand through numerous online advertising campaigns with input from marketing representatives and the design director.
- Augmented web and graphic design skills with HTML expertise that resulted in improved website compatibility and usability.

1997 – 1999

Web Designer, Burlington Coat Factory, West Lebanon, NH

Expanded and developed the primarily informational website into an inventory-oriented site. Maintained the site while designing, creating and coding hundreds of new static web pages and product images. Promoted to lead layout and design role in the creation of a new dynamically generated website, which replaced the static website.

Education

Calvin College, Grand Rapids, MI • Bachelor of Fine Arts concentration Painting, 1996 • Grade Point Average 3.2