

AMY EASTWOOD

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22B Marsden Street, London NW5 3HD

QUALIFICATION SUMMARY

- 5+ years experience in Art Direction with web-based company
- 12 years experience with web design and web graphic design
- Proficient in managing cross-functional teams of web designers, UI engineers, writers, & QE through to project completion
- Highly skilled at writing project plans and developing schedules to meet aggressive deadlines
- Strong presentational skills to Fortune 500 clients
- Strong verbal and written communication skills
- Skilled in web applications and internet technologies
- Skilled at motivating, mentoring and rewarding teams and individuals for quality work
- Promotes a positive work environment and embraces creativity
- Relies on extensive experience, best practices, and judgment to plan and accomplish goals

ART DIRECTION

- Directed global cross-functional teams to design, develop, & launch e-learning products for fortune 1,000 clients, including: *Morgan Stanley, Microsoft Corp., General Mills, Saatchi & Saatchi, Nokia, Adobe, Fedex, & Abercrombie & Fitch*
- Managed global project teams consisting of up to 11 Visual Designers, 2 User Interface Engineers, 10 Quality Assurance Engineers, 6 Instructional Designers, & Copy Editor
- Managed aggressive project schedules and maintained set milestone dates
- Managed multiple projects concurrently in an organised fashion
- Managed all vendor relationships, leading & directing their work through to final product
- Drove teams to create quality user experiences in each project for specified audience type
- Responsible for developing and maintaining company brand & establishing creative direction for the entire line of services, products, & advertising programs

MARKETING & BRANDING

- Initiated, managed, & lead marketing communications and product marketing for company of 3,000 employees
- Managed the production of marketing collateral including: managing vendors, driving schedule, and writing & editing copy
- Negotiated costs for vendor work
- Co-managed strategic marketing plan with Marketing Director
- Produced and coordinated company events and trade shows
- Owned all responsibility for corporate website including: SEOP, web traffic analysis, lead generation tracking, website updates, enhancements, & re-designs
- Developed & managed quarterly marketing budget

TRAINING

- Responsible for hiring and managing 6 UK Designers through their first client engagements
- Developed training programs for new hires (internal processes and production processes)
- Reported to top-level executive team on status of team

ACHIEVEMENTS

- Singly selected out of 18 Art Directors to open and train a UK office as a member of a five person cross-functional team from the US
- Managed company's largest client accounts generating over \$3 million in revenue
- Presented company's visual design methodologies in pre-sales engagement with Fedex, resulting in a multi-million dollar contract
- Developed a Search Engine Optimization Program (SEOP) for the corporate website, generating 2 new clients from website including Microsoft Corp.

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Work History

Freelance

2006 - current	Web design, HTML emails, microsite design / landing pages, SEOP's, banner ads (flash & gifs)	Turner Broadcasting, Evite, expedia.com, Pipex, British Cycling Association, McCann Erickson, PartyGaming.com, Argos, envoyservices.com, 123-reg.com, webfusion.com, lvobank, Casino GrandBay, expect.com
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Corporate

2000 - 2005	Art Director	DigitalThink, Inc., San Francisco, CA
2005 - 2006	Senior Marketing Manager	DigitalThink, Inc., San Francisco, CA
1997 - 2000	Studio Producer/Manager	Eric O'Connell Photography, NYC, NY

Software

Mac and PC proficient. Software and application experience: Photoshop, Illustrator, Flash, DreamWeaver, MS Office (PowerPoint, Excel, Word, Outlook), Project, HTML, JavaScript, PHP, Cross Platform testing

Education

Bachelor of Arts in Architecture, 1998; University of New Mexico, Albuquerque, NM

INTERESTS

- Snowboarding, running, cycling and yoga
- Camping and enjoying the outdoors
- Drawing with Illustrator, painting and sketching

PORTFOLIO

Click [here to view a portfolio of my work](#).

Go to amyeastwood.com to view a portfolio of my illustration work.