

BRENT PRUITT

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EXPERIENCE

FREELANCE

Art Director/Designer/Web Guru/
Production Artist/Creative Consultant
1995 — PRESENT

- designed user interfaces for dynamic websites, and online applications;
- utilized agile web development methodology for application development;
- coded user interfaces and backend infrastructure using current W3C/Section 508 compliant accessibility standards;
- developed custom content management system [CMS] for administration of sites;
- implemented intranet applications to facilitate information sharing and assist in monitoring and reporting of web activities;
- leveraged search engine optimizations [SEO] to maximize exposure; improved visitor retention;
- implemented new email marketing strategies with list segmentation, campaign tracking and reporting;
- designed and managed production of business communications collateral including logos, brochures, advertising, direct mail, merchandise, packaging, environmental, books, and presentations;
- trained clients in various design software and web application tools;
- wrote creative and technical documents for use online and in printed publications

ENCIPHER DESIGN STUDIO

Owner/Art Director/Designer
2000 — PRESENT

- retained by diverse industry clients to create original art and designs for corporate identity branding, product and service promotion, rich media development and deployment;
- collaborated with senior executives and marketing staff to conceptualize, design and launch new brand initiatives to further company/client goals;
- provided consultation to clients, vendors and personnel on projects and methods of implementation and promotion;
- developed custom online marketing plans tailored to business strategies;
- integrated original designs, web-based databases, email marketing, search engine strategies for comprehensive site launches;
- enhanced online user experience with simplified interfaces, rich media and W3C accessibility standards;
- devised and administered database schemas for content and data collection;
- increased website visitor retention through incentives and interactive applications such as Atom/RSS feeds, blogs, user forums, comments, and social bookmarking;
- enhanced online marketing opportunities and positioning for revenue growth

PORTLAND ART MUSEUM

Web Specialist/Developer/Designer
2006 — 2008

- advised in strategic development of online services to further Museum mission;
- designed internet and intranet sites, email marketing and advertising consistent with Museum brand and print marketing campaigns;
- created dynamic Flash microsite for major exhibition, implementing features for user accessibility and to utilize browser history;
- collaborated and coordinated content development with departmental staff;
- directed production of online advertising and marketing creative for the site;
- supervised developers in site integration of ecommerce software and ColdFusion Fusebox 5.5 framework;
- managed interns on various site projects

THE COCA-COLA COMPANY

Web/Survey Specialist
2005 — 2006

- designed and developed microsites for registration and promotion of world-wide conferences and public service initiatives;
- created online employee surveys for quality assurance and program awareness;
- managed, analyzed and reported survey data set results to internal stakeholders

SCHOOL

ANTIOCH COLLEGE

Yellow Springs, OH, 1992 — 1996
Communications/Film

SCHOOL ACTIVITIES

- The Antioch Record, Staff Writer, weekly newspaper
- Community Education Coordinator for HIV/AIDS Prevention
- Community Darkroom Manager

INTERESTS

Painting, collage, sculpture, creative writing, film, video, photography, and more...

SOFTWARE

Proficient on Mac and Windows platforms.

DESIGN

ADOBE CREATIVE SUITE: Photoshop, Illustrator, InDesign, Acrobat; Quark Xpress

WEB DEVELOPMENT

ADOBE CREATIVE SUITE: Dreamweaver, Flash, Fireworks; ColdFusion, Fusebox 5.5+; BBEDIT; Eclipse; XHTML, CSS, Javascript [jQuery/Spry], XML; Perseus Survey Solutions/EFM; Eloqua; Subversion/SVN, Git; VersionOne; Selenium

DATA MANAGEMENT

MSSQL, MySQL, Postgre, Oracle; XML, CSV; Microsoft Office Suite

CLIENTS

Clients have included:

Tripwire, Ecos Consulting, UPS, BellSouth Corporation, Delta Airlines, Philips, Georgia Rural Urban Summit, Emory University, Rollins School of Public Health, Kaiser Permanente, Marketing Solutions, McKesson Information Systems, Hart Interiors, Brick House Design, International Association for Stability, Handling and Use of Liquid Fuels [IASH], Horizon Theatre Company, Frog Prince Publications, Woodruff Arts Center, Atlanta Gas Light Resources [AGL], Lazer Age, Human Rights Campaign, Learning Design Associates, 52 Limited, Aquent, Creative Assets, Filter Talent