

DAVID S. EMBLETON

(425) 890-2734 • embryods@gmail.com

www.embryods.com

PC / MAC APPLICATIONS

Adobe Creative Suite (Cloud)

Photoshop • Illustrator • InDesign •
Dreamweaver • Flash • Acrobat Pro •
Audition • Premier Pro • LiveCycle

MS Office

Outlook • PowerPoint • Word • Excel •
Publisher • Entourage

WRITTEN AND SPOKEN LANGUAGES

English • Spanish

WEB DEVELOPMENT LANGUAGES, TECHNIQUES & PLATFORMS

HTML • CSS • JavaScript • JQuery •
XML • PHP • ASP • VBScript • AJAX •
ASP.NET • SharePoint • WordPress

WEB DEVELOPMENT • GRAPHIC DESIGN • VIDEO PRODUCTION

Award-winning graphic artist and web developer with exceptional project management skills – effectively leads dynamic teams and delivers highest-quality, client-driven work. Conscientious and innovative; strengths include:

Print Design & Branding • Outstanding prepress skills for Offset printing and periodicals (web-fed), including file preparation, advanced image editing and page layout. Highly skilled in design for marketing collateral, identity and branding development.

Web Development • Strong website creation and web publishing skills, highly experienced in web development processes such as site structure design, navigation design, layout design, standards compliance and adjustments for alternate browser / device capabilities. Adept in HTML, CSS, JavaScript as well as many other web development languages and platforms. Great knowledge in On-Page and Off-Page Search Engine Optimization strategies.

Video Production • Video editing tools used include ProTools (Audio) and Adobe Premier Pro (Video). Adept in post-production techniques and online distribution.

Experienced in digital photography utilizes personal images for freelance projects.

PROFESSIONAL EXPERIENCE

GENESIS HEALTHCARE PARTNERS

2008 – Present

Multimedia Designer

- Participates in the strategic long and short range planning of web applications and marketing efforts by offering input from the Multimedia Designer perspective.
- Ensures that web plans are carried out through all steps of consultation, systems integration and implementation including participation in the planning of the infrastructure and configuration support needed for the applications. Writes comprehensive specifications for each website and web-based applications. Designs and carries out tests to ensure new applications meet specifications.
- Regularly reviews Website search engine optimization and search engine rankings. Produces reports on web administration including statistics on productivity and search engine rankings.
- Responsible for the design of brochures, pamphlets, business cards and other print material. Works with local print providers to carry estimate requests and to coordinate production and fulfillment of print collateral.
- Translates Web content and print material to Spanish.
- Coordinates all staff intranet (internal website) requests such as the creation and customization of SharePoint Sites, Permissions, Lists, Document Libraries and Surveys. Regularly updates content on the intranet.
- In charge of filming and editing video presentations such as training sessions, important staff meetings, company public events and patient education material.

PROFESSIONAL EXPERIENCE (CONT.)

ARCHDIOCESE OF SEATTLE

2006 – 2008

Graphic Design Coordinator

- Provided project management services for offices and agencies of the Archdiocese, ensuring high quality, timely, and cost efficient solutions in graphic design and graphic production for print and Web projects.
- Oversaw graphic presentation of *The Catholic Northwest Progress*, a bi-weekly newspaper distributed to subscribers throughout western Washington, and *The Catholic Directory*, a comprehensive document averaging 250 pages and containing contact information for parishes, Catholic schools, clergy, and other organizations.
- Created official publications, such as manuals, pastoral letters, photo essays, brochures, posters, and flyers to meet the communication needs of the Archbishop.
- Supervised production assistant and part-time, freelance, and contract employees temporarily hired for production and/or design support.

MINUTEMAN PRESS INTERNATIONAL

2002 – 2006

Prepress / Production Coordinator (Woodinville, WA), 2005-2006

- Coordinated production of all services: creation of RFP (ready for proposal) sheets, graphic design, digital printing, offset printing, simple bindery, mailing services (automated and presorted standard mailing), outsourcing, delivery, and fulfillment.
- Collaborated with store manager and owner to develop new marketing strategies and increase market share.
- Generated small quotes, scheduled prepress tasks, and managed electronic filing system.

Store Manager (Redmond, WA), 2004-2005

- Managed production operations of print shop with average net sales of \$20,000/month and directed a five-person production team.
- Worked closely with vendors, suppliers, and marketing / accounting departments to ensure that all projects were treated in a comprehensive manner taking into account cost issues, budget limitations, and timeliness.
- Generated quotes, produced work orders, managed paper / supply inventories and orders, assigned daily tasks for all employees, and provided training and staff development.
- Ensured efficient communication and a thorough approach to project planning and execution; encouraged proper teamwork skills to ensure a pleasant, cooperative working environment.
- Performed troubleshooting to resolve production problems; supervised processes to maintain quality control.

Prepress / Graphic Designer (Bellevue, WA), 2002-2004

- Generated print-ready artwork for digital and offset printing using PC and Macintosh platforms.
- Worked closely with clients, providing step-by-step design services and creating documents – from simple flyers to multiple page booklets. Planned daily job schedule, generated quotes, and managed design and prepress projects to meet project goals and deadlines. Oversaw electronic filing system.

TRENDWEST RESORTS

2001 – 2002

Vacation Planner

- Answered incoming calls in a call center environment, researching inquiries and communicating effectively with English- and Spanish-speaking customers to assess and fulfill travel needs. Arranged tour package reservations, including flight, resort, and ground transportation.
- Collaborated with team members to ensure client satisfaction and maintain the highest possible standards of customer service.

PROFESSIONAL EXPERIENCE (CONT.)

UNIVERSITY OF IDAHO

2000 – 2001

Graphic Design Specialist

- Applied user interface and visual design techniques to plan / create UI main Internet portal.
- Developed Web sites for campus organizations: Diversity and Human Rights, UI College of Law, Lionel Hampton Jazz Festival, College of Mines and Earth Resources, Today at Idaho, and the UI Foundation.

FREELANCE & PROFESSIONAL COLLABORATIONS

DOGGIE STREET FESTIVAL, San Diego, CA

2014

Provided graphic services for 2014 annual festival – Poster Design.

CARIOCA ESTRANGEIRO (BLOGGER) San Diego CA

2012

Provided WordPress template customization services

MIHO AND DIEGO DUO (MUSIC BAND) Seattle WA

2008

Designed CD Inserts, promotional flyers and website

EDUCATION

Bachelor of Fine Arts in Graphic Design, UNIVERSITY OF IDAHO, Moscow, ID, 2000

TRAINING

Google AdWords • Google Analytics • WordPress Template Customization • SharePoint Designer

AWARDS

USCCB (United States Conference of Catholic Bishops) Outstanding Service Award, 2007

SPJ (Society of Professional Journalists) Best Cover Design Award, 2007

Recognized for three consecutive cover designs of The Catholic Northwest Progress.

Trendwest (Worldmark Reservations) Employee of the Month, 01/2002