

# Johnathan Kiser

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## OBJECTIVE:

Looking to continue my career in Graphic Design and Internet Development. Looking for a position with a high tech company utilizing Internet technologies as an integral part of their business.

## PROFESSIONAL EXPERIENCE:

### Raintree Nursery

Morton,WA

#### Web Designer

January 2007-July 2007

- Managed web assets with an emphasis on driving sales of their plant products through weekly content updates, search engine optimization, monthly e-newsletter, ecommerce software customizations, and additional web services.
- Collected and analyzed online visitor patterns & trends to facilitate a better user experience
- Digitally manipulated photos for use online and in print
- Designed covers for the 2006 & 2007 North American catalogs
- Directed redesign of existing website, with special emphasis on web standards-compliant coding, user experience & useability
- Primary technologies employed: XHTML, CSS, limited PHP, limited ColdFusion and limited Java

### Tiger Mountain Technologies

Morton,WA

#### Web Designer & Graphic Designer

November 2003-January 2007

- Managed web assets and intellectual properties with strong emphasis on promoting Internet services, Design services, Repair services, hardware & software products, through daily updates, search engine optimization, ecommerce software customizations, and various services
- Responsible for creation of corporate identity which included business cards, letterhead, t-shirts, and signage
- Designed point-of-sale displays, brochures, and web & print-based advertising
- Provided customer support for wide range of software & hardware related issues to customers with varying degrees of proficiency
- Collected and analyzed online visitor patterns & trends to facilitate a better user experience
- Required to maintain excellent existing and potential client communication
- Planned, developed and maintained dozens of web design projects with strong emphasis on standards-compliant coding and usability
- Primary technologies employed: XHTML, CSS, limited PHP, limited ColdFusion and limited Java

**Alderson's Awards West & PrintWares, Inc.**  
**Jr. Graphic Designer & Silk Screen Technician**

**Centralia, WA**  
**June 2002-June 2003**

- Required to work with and communicate efficiently with several departments to meet client specifications
- Designed vector-based artwork for use in multiple mediums including t-shirts, drink ware, awards, trophies, and banners

**•EDUCATION:**

**Joe Kubert School of Cartoon & Graphic Art**

**Dover, NJ**

- Certificate of Completion, 2000-2001
- 2 years with strong focus on Commercial Art, Design Theory, Layout, and Computer Graphics

**Centralia Community College**

**Centralia, WA**

- 2.5 years at Centralia focusing primarily on Graphic Design, Computer Graphics, and Typography

**SOFTWARE & TECHNICAL SKILLS:**

- XHTML
- CSS
- Designing for a web environment
- Dreamweaver
- Photoshop
- Illustrator
- Excellent Communication / Coordination Skills
- Storyboarding
- Windows Operating System environment  
Beginner – Intermediate knowledge of:
  - PHP
  - ColdFusion
- Java

**WEB DESIGN EXAMPLES:**

<http://www.raintreenursery.com>

Redesigned site with heavy emphasis on standards-compliant code to streamline ecommerce experience. Rewrote existing shopping cart code to more efficiently display products and information. Analyzed & implemented data from web statistics to better serve target audience. Developed email newsletter campaign that would be viewable in a wide variety of browsers, mail clients, and operating systems.

<http://www.lewiscounty.com>

Designed and co-developed this successful site to promote products and services to thousands of customers. Responsible for corporate identity, branding, and marketing. Integrated user-friendly tools into every page that include: account login, company contact information, breadcrumb navigation, and consistent sidebar navigation. Took care of all aspects of the site design, graphics work, and development from concept to

creation. Helped design and implement email billing statements, online time-sheet, and custom themes for holidays & seasons.

<http://www.midoriribbon.com>

Helped rewrite and redesign the backend for the move from ASP to ColdFusion. Helped train staff to create web-optimized graphics for users of varying Internet connections. Developed monthly email newsletter that would be viewable in a wide variety of browsers, mail clients, and operating systems.

<http://www.startfusion.com/portfolio.php>

Designed, developed and maintained website for the promotion of my skills and portfolio as a professional designer. Special consideration was given to user experience and usability, as was standards-compliant coding for multiple browsers. Developed in-house client management features to maintain client data & project status.

<http://www.johnkiser.com>

Designed, developed and maintained website for personal blogging, networking, and maintaining communication with friends and family. Special consideration was given to user experience and usability, designing for non-tech savvy visitors, as was standards-compliant coding for multiple browsers. Developed in-house client management features to maintain client data & project status.

#### **PROFESSIONAL REFERENCES:**

Dave Batchelder  
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1-360-496-6400, extension 230

Stacy Robinson, Web Developer  
mrstacy@gmail.com  
1-206-883-6893

Mark Davis  
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