

Wendy Link

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EDUCATION:

May 2000 James Madison University BA Media Arts and Design Minor: Marketing/Advertising

CAPABILITIES:

- **Full Cycle Creative Product Development & Management:** Experienced in leading and working in each phase of the creative process from initial concept to final build out and implementation.
- **Project Management:** Experienced in creating project schedules, plans, status reports and open relationships with clients as well as staff to provide innovative work solutions under tight deadlines.
- **Information Architecture & Usability:** Experienced in designing expansive site architectures, information design, content management strategy, 508 Compliancy, and website usability concepts.
- **Software Knowledge:** Photoshop, Illustrator, Dreamweaver, Flash, Indesign, Fireworks, HTML/XHTML, CSS, MS Office.
- **Other Training:** Adobe Max Conference 2008, Reddot CMS Beginner & Advanced, Adobe Flash CS3, Learning Tree CSS

EXPERIENCE:

Federal Reserve Board of Governors. Washington, DC

Information Systems Analyst 05/07 – present

- Manage multiple project schedules to efficiently reach deadlines on time, while maintaining solid client and peer relationships with on-going status reports and open communication.
- Design and build the front-end of multiple internal/external applications, websites, flash tours and establish branding signals to carry over to print collateral pieces.
- Design, manage, and develop multiple sections of the Fed's external website, modernizing the look and feel by adding user-friendly design/features, increasing interactivity with video and Flex charting assistance, while maintaining strict confidentiality and accessibility guidelines.
- Build out complex content classes within our content management system, Reddot, which allows content providers to make text changes within the environment, without a developer present.

Kanbay Research Institute. Herndon, VA

Web Marketing Manager 08/06 – 05/07

- Managed and lead the web development team (4 designers/developers) and all associated tasks including interviewing and hiring of new team members.
- Created detailed project plans, team production schedules, and status reports for projects.
- Managed, designed, and planned all on/off-line marketing strategies including email, print mailers, brochures, advertisements, gift code distribution, landing pages, search engine optimization, etc.
- Designed, built, and managed subscription based interactive research website, all associated merchant accounts, payment gateway, traffic/audience analysis, and daily requests for new pages and graphics.

Ingenix, Inc. Reston, VA

Senior Designer to Art Director 05/03 – 08/06

- Designed and managed portal, promotional, and e-Commerce based websites, such as IngenixOnline.com, boasting over 65K monthly users and \$4M in annual sales.
- Designed and produced promotional emails, grossing over \$250K in annual sales and accounting for a 73% increase in customer response rate in 2005.
- Designed and animated educational flash presentations and interactive cd-roms.
- Streamlined cart system and purchase process with new intuitive design, improving usability and customer experience.

Desyne Web Services, Inc. Reston, VA

Senior Designer 08/02 - 05/03

- Designed e-commerce, list management, and brochure-wear websites.
- Worked closely with clients to identify project needs and deliver high quality creative solutions within budget and deadlines.
- Drafted proposals, production schedules, pre-press worksheets, and status reports for clients.

Information Experts, Inc. Reston, VA

Designer 01/01 - 08/02

- Designed and produced websites, animated teasers, online training systems, and print collateral.
- Wrote and graphically enhanced proposals for Fortune 500 clients such as Comcast, Nortel, and Oracle.

Etensity, Inc. Tysons, VA

Junior Designer 7/00 - 1/01

- Designed and produced websites, small animated flash advertisements, and proposals for clients.

Summer Internships taken during school years at creative agencies

- Designed logos, banner ads, print material, promotional web landing pages and assisted all design team members.

1999 - IXL, Inc, Rosslyn, VA Creative Intern

1998 – Design House, Manassas, VA Creative Intern

1997 – MouseUp Productions, Springfield, VA Creative Intern

Portfolio

<http://www.teamgw.org/homegrown>

Core Skill Competencies

Adobe Photoshop CS3 – Advanced/Expert/

Adobe Dreamweaver CS3 - Advanced/Expert

Adobe Flash CS3 – Intermediate/Advanced

Adobe Indesign - Intermediate

Adobe Illustrator CS3 - Intermediate

Adobe Fireworks CS3 – Intermediate

Adobe Aftereffects – Intermediate

Adobe Flash Actionscript 2.0– Intermediate

Adobe Flash Actionscript 3.0 – Novice/Some experience

Adobe FlexBulder – Novice/Some experience

Adobe Premiere Pro CS3 – Novice/Some experience

HTML/XHTML – Advanced/Expert

CSS – Advanced/Expert

508 Compliance/w3c Regulations – Intermediate/Advanced

MS Office – Advanced

XML – Intermediate

Javascript – Intermediate