

kevin Segedi

+1 403-714-1585

Kevin@Segedi.com

<http://kevinsegedi.com>

<http://www.linkedin.com/in/segedi>

EXPERIENCE

Owner Little Black Umbrella Aug. 2006 – Present

Select clients: Intuit, Oakley, HereStay, Elsevier Public Safety, Syntax Training, Electra Bicycle Company.

Serving international clients with e-mail marketing, graphic design, Web site design and Internet marketing.

Create artwork and develop implementation strategies. Lead teams of developers, designers, voiceover artists, copywriters to create outstanding work for corporate clients.

Project Management

Web Design

Graphic Design

Email Marketing

Customer Service

Sales

Senior Web Designer ClosingCorp Inc. March 2007 – Dec. 2007

Real estate services startup company.

Worked in round-table setting with owners, stakeholders, management and employees to determine direction of initial product offering. Managed internal and external design resources.

Provided Web site and logo designs, Web scripting, graphic design (print), Web analytics and project management.

Project Management

Web Design

Graphic Design

Strategy

Customer Service

Web Designer Intuit Feb. 2006 – Jan. 2007

Internal design for accountant focused Web site.

Responsible for design, redesign, custom graphics and coding, technology enhancements, QA, multivariate testing.

Spearheaded design and implementation efforts for email newsletters.

Project Management

Web Design

Email Marketing

Strategy

Customer Service

Web Designer Elsevier Public Safety March 2005 – Nov. 2005

EMS, Fire and Police-focused publisher.

The sole Web designer and developer for the group in charge of maintaining four magazine sites, sent out weekly e-newsletters, created and sent e-mail marketing campaigns and setup the FTP site for advertisers.

Project Management

Web Design

Email Marketing

Strategy

Customer Service

kevin Segedi

+1 403-714-1585

Kevin@Segedi.com

<http://kevinsegedi.com>

<http://www.linkedin.com/in/segedi>

Internet Specialist Mediapulse Sept. 2002 – Feb. 2005

Web design agency.

Provided direction, encouragement, and instruction to design staff. Informed design staff and management of industry trends and technologies. Created graphics, icons, and logos for custom software. Built custom Web sites.

Web Design

Email Marketing

Strategy

Customer Service

Creative Director Petra Technology Group June 1999 – June 2002

Web design, software training and networking company.

Led a small team of creatives and interns. Created corporate IDs, including logo designs and creative direction for letterhead, envelope, and business card designs. Designed and developed Web sites.

Project Management

Web Design

Graphic Design

Customer Service

Training

Sales

Web Designer CyberInk, LP June 1998 – June 1999

Web design and online news.

Created Web sites from start to finish, banner advertisements, newspaper ads, and promotional materials.

Project Management

Web Design

Graphic Design

Customer Service

ADDITIONAL EXPERIENCE

Christchurch (NZ) Photographic Society – Member

National Association of Photoshop Professionals – Member

Web Advisory Board (former member)
Pellissippi State Technical Community College
Knoxville, TN

The Art Market Co-op (former member)
Knoxville, TN

SKILLS

ESP: Ability to quickly determine needs based on what the end user requires; which isn't necessarily what they ask for.

Juggling: Multiple projects, people and sources of input.

Firefighting: Remain calm when the bits and bytes aren't behaving.

EDUCATION

Mercyhurst College Erie, Pennsylvania B.A. in Graphic Design

Cum Laude | QPA 3.52

Carpe Diem Award recipient; the highest honor for graduating students for service to the college community.

Student Government President

Graphics Lab Assistant

Editor-in-Chief

AWARDS

We're Feeling Fortunate

2005 Knoxville Advertising Federation: Silver ADDY® Award
Cover photography for birth announcement

2005 Knoxville Advertising Federation: Silver ADDY® Award
Production
www.newcondominiumguide.com

2005 Knoxville Advertising Federation: Bronze ADDY® Award
HTML, CSS, Javascript, and site template design
www.hpcusersconference.com

2005 Knoxville Advertising Federation: Bronze ADDY® Award
Art Director
www.cartonservice.com

2004 WebAward: Standard of Excellence
Layout: complete site layout and design
Web graphics: Flash movies and actionscript, icons, photos, banner ads
Web programming: HTML, CSS, Javascript, and site template
www.newhomesguide.com

2004 WebAward: Best Publishing Web Site
2004 Knoxville Advertising Federation: Gold ADDY® Award
Web build: Flash maps and "Super Models" home tours, site template, accent graphics, coding
www.shoneys.com

2004 WebAward: Outstanding Website
Web build: site template, accent graphics, coding
www.theinsitegroup.com

2004 Knoxville Advertising Federation: Silver ADDY® Award
Web build: site template, accent graphics, coding
www.orcc.org

2004 Knoxville Advertising Federation: Bronze ADDY® Award
Web build: site template, accent graphics, coding