

Jewell Clark

PHILOSOPHY

To create outstanding web sites with simple yet elegant code that perfectly fit my client's needs. Web sites are about communication and I design and code to that end. They should be visually attractive, easy to navigate and find the information the viewer is looking for and they should function quickly and cleanly, i.e. the back-end code should be as beautifully written as the visual design the viewer sees.

EXPERIENCE/ SKILLS

2009- present

Retail Website Administrator- *Heard Museum Online Shop*

Duties include photographing and correcting images, writing sales copy, website re-design (in process), customer service, e-commerce

2005- present

Freelance Web Designer/ Graphic Designer- *MadMaudlin Digital Design*

Planning, design and implementation of complete, custom web sites with dynamic content
Create custom templates using Dreamweaver
Hand coding in HTML/ XHTML and CSS
Using and altering Javascript as needed
Design with standards compliant code with emphasis on browser compatibility, accessibility and search engine optimization (TITLE & META tags and page content)
Working with FTP and server side control panels
Image optimization for print and web for logo design, rollovers, textures, etc.
Testing with multiple browsers and operating systems to ensure browser compatibility

Web Projects Include:

jewelclark.com- Personal site showcasing my jewelry and metals career
makerworkshops.com- Annual metals and jewelry education and workshops event
thebeadoctor.com- Bead artist Georgeann Polansky
macjewelryclasses.com- support site for metals and jewelry classes at the Mesa Arts Center
refrac.com- Industrial metal fabrication

SOFTWARE/ COMPUTER EXPERIENCE

Adobe Creative Suite

Photoshop, Illustrator, Dreamweaver (expert/ highly experienced)
Flash (working knowledge- AS2)

Microsoft Office

Word (highly proficient)
Excel (proficient)
Access (proficient)
Power Point (highly proficient)

OS

Windows 98/ 2000/ XP Pro (highly proficient)/ OS X (somewhat proficient)

OTHER

Software installation and updating
Windows OS maintenance: file clean-up, hard drive defragmentation, driver updates
Upgrades and installations: CD/DVD drives, hard drives, RAM, power supplies, video/ sound cards, printers/ scanners, external drives
Various anti-virus programs: virus/ malware scans, firewall maintenance

EDUCATION

Bachelor of Fine Art- University of Texas, Austin

Masters of Fine Art- University of North Texas, Denton

Minor in animation and graphic design
Teaching Fellow in graphic design

Associate of Arts- University of Advancing Technology- Tempe, AZ

Emphasis in 3d animation, graphic and web design
special honors: Summa Cum Laude