

APRIL C. GRANT – CAREER HISTORY

april@sugarsock.com

SKILLS SUMMARY

- + 13 years as a creative pro in various industries
- + Abilities to understand processes and manage projects from beginning to completion
- + Aptitude for writing, spelling, grammar, proof-reading, style and usage consistency
- + Strong start-up experience and entrepreneurship
- + Mastery of: Adobe Creative Suite, Flash, HTML, PHP, CSS, CMS and web apps, cross-browser troubleshooting, email deployment, pre-press and press-proofing, print production and schematics, USPS compliance and bulk mail

PROFESSIONAL EXPERIENCE

Self-Employed, Los Angeles, CA | Independent Contractor – Jun 1996-Present

I aid small businesses in creating brands and developing marketing strategies, then execute everything from websites to printed materials.

Escom, LLC | Web Development Manager – Nov 2007-Present

At this start-up, I developed sites with community, video on demand, webcam, and e-commerce components. In addition to design, layout, and user flow, I worked in concert with programmers and content providers to ensure site dynamism, smooth user sessions, and successful e-commerce transactions. I developed content and created campaigns for advertisers.

Luxury Cruise Center, Miramar, FL | Director of Marketing – Dec 2002-Jan 2006

At this start-up, my primary responsibility was ensuring on-time delivery of direct-mail, 52 annual pieces featuring premium cruise lines. Each was sent to 100–200,000 households (per annum: ≈7.8 million). These mailings rivaled the cruise lines' efforts, earning us regular co-op funds. I designed, wrote, edited, and proofread, also managing press-proofing, delivery to USPS, and postage. I managed the department, also overseeing websites, email, and internal training.

Douglas Press, Bellwood, IL | Designer/Illustrator – Dec 1999-Oct 2002

With four other designer/illustrators, I developed gambling games within strict manufacturing limitations. From idea to packaging, work was finished in-house. Responsibilities included brainstorming, working with engineers, proofreading, pre-press, press-proofing, presentations. Dozens of my games were manufactured and remain in circulation.

American Supply Association, Chicago, IL | Temporary Art Director – Nov 1999

With two days of preparation, I relieved the Art Director at ASA while she honeymooned for a month. I did design and layout of several newsletters for the company's branches, oversaw printing, created support materials on the fly, and monitored billing.

Concept Graphics, Chicago, IL | Designer/Illustrator – May 1996-Nov 1999

The focus of this two-person team was day-to-day support for a meat-processing equipment manufacturer: creating ads, media-buying, design, and project management. We provided similar support for a Russian optics manufacturer during their first expansion into the US.

DISTINCTIONS

- 2006 Cut+Paste Digital Design Tournament finalist
- 2007 CS3 software demonstrator at Adobe Creative License Conference
- 2006-2009: Various articles, art, and design published in magazines

APRIL C. GRANT – SKILLS

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SKILLS SUMMARY

I have a balance of real-world talents and behind-the-computer skills. I'm not just a designer... I'm a one-man, full-service creative team who can satisfy the most demanding marketing requirements.

Manual

- brainstorming, sketching, illustration
- layout, storyboarding
- photography and photo direction
- sitemaps, project plans
- writing, editing, proofreading

Illustration & Design

- Acrobat Pro
- Dreamweaver
- Fireworks
- Fontographer
- Illustrator
- InDesign
- PCC Pageflow
- Photoshop
- QuarkXPress

Media & Presentation

- Cinematize, DVD presentations
- Flash, Flash Video, green screen
- MF Digital Ripstation
- PowerPoint
- QuickTime Pro

Web: Content-Management Systems

- ExpressionEngine
- Indexhibit
- Joomla
- Laconi.ca/StatusNet
- Lyceum
- MediaWiki
- MovableType
- Textpattern
- TypePad
- Wordpress
- XOOPS

Web: Community Apps

- BuddyPress
- Elgg
- Ning
- SocialEngine
- Telligent/CommunityServer

Web: Code

- ASP (basic)
- CSS 2.0, HTML 4.01
- Google AdSense, AdWords, Analytics
- JavaScript
- PHP 5.1 (intermediate)
- SSH/Terminal
- Vision (Ruby)
- XHTML

Web: E-Commerce

- Amazon SellerCentral
- 1ShoppingCart
- KickStartCart
- Magento
- Paypal
- ProStores
- Shopify
- Volusion
- Webstore by Amazon
- XCart
- ZenCart

Project & Asset Management

- Canto Cumulus
- FileMaker Pro
- Google Docs
- TRAC

Equipment

- Wacom Intuos tablet
- Wacom Cintiq display tablet
- Nikon D200, lighting
- Apple/Mac OS
- Panasonic HD Camcorder
- MF Digital Ripstation