



Kevin W Knipe
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TECHINICAL SKILLS

- ▶ Adobe Photoshop 6.0 – CS3
- ▶ Adobe DreamWeaver 4.0 – CS3
- ▶ Adobe Illustrator 10 – CS3
- ▶ Adobe Flash 7.0 – CS3
- ▶ Adobe In-design 4.0 – CS3
- ▶ HTML X-HTML – 4.01
- ▶ CSS CSS2 Standards
- ▶ SEO / W3C Standards
- ▶ ASP / PhP
- ▶ JavaScript / Framework
- ▶ CMYK / RGB Standards
- ▶ Google Analytics
- ▶ CVS / Contribute
- ▶ Adobe Professional
- ▶ Microsoft Office Suite
- ▶ Microsoft Power Point
- ▶ Microsoft Visio
- ▶ Quark Express 4.0 – 6.5

PROFESSIONAL SKILLS

Vital Path Inc.

2006 - 2009

501 Cambria Avenue, Bensalem, PA, 19020

Web Designer / Marketing Specialist

- Designed, developed and maintained all cross browser safe company web sites, Flash banners, using a variety of web development tools and methods. All sites were hand coded CSS2, X-HTML, Java Script, Scripting Libraries, ASP, CVS, Adobe CS3 Suite, and utilizing the latest W3C standards, and SEO best practices
- Provided complete front-end designs, including page mock-ups, icons and images for all in-house company software and web based applications by using hand coded X-HTML, CSS2, ASP Java Script's, and the Adobe Suite
- Setup and monitored company online advertisements and web site traffic using Google Analytics, Web Trends and Lead Lander web based software
- Hand coded X-HTML and CSS2 style sheets from Photoshop Mock-ups and converted the PSD files into use able web pages for web sites, splash pages and even e-mail blasts using Dream Weaver, Photoshop and CVS
- Created HTML and CSS2 based CD's that were designed for annual reports for our stock investors. I designed and produced all of the necessary CD packaging and CMYK output for print and mass CD duplication
- Produced, CMYK Brochures, RGB Power Point templates, graphics, photos and diagrams. Using the Adobe suite and Microsoft Power Point
- Designed all CMYK/RGB trade show displays and sales handouts for our quarterly trade shows. I used the complete Adobe CS3 Suite for all imagery and layout
- Prepared and created all artwork for business cards, marketing handouts, flash drive key chains, coffee mugs, holiday cards etc., handled tight deadlines, negotiated pricing and dealt with various printers
- Photographed, set up photo shoots for parent company's in-house medical products and devices for use with the web site imagery, sales brochures and magazine ads

PROFESSIONAL SKILLS (cont.)

MediHealth DME

2003 - 2005

3500 Sunrise Hwy, Great River, NY, 11739

Web Designer / Marketing Strategies

- Designed and Created the company website, company logo, brochures, direct mail and all other marketing advertisements by using many design methods including hand coded CSS, X-HTML, Dream Weaver MX, Photoshop CS2, Adobe Illustrator and Adobe In-Design 4.0
- Monitored and researched keywords and marketing strategies for optimal search engine rankings and created HTML, hand Coded CSS2 email blasts
- Handled clients technical problems maintained set up all clients websites, e-mail addresses, domain names transfers and all FTP uploads
- Prepared all artwork for CMYK printing including trade show displays, business cards, direct mail advertising and marketing handouts

TCI, Teledata Communications Inc.

1999 - 2003

185 Commerce Drive, Hauppauge, NY, 11788

Web Designer / Developer

- Designed the look and feel for all web applications used the W3C website to test page validation. All pages were hand coded cross browser safe CSS, X-HTML strict compliant
- Converted X-HTML into JSP pages and inserted JSP include and backend database tags
- Created all custom artwork and logos for all web applications in Photoshop
- Prepared software demos by creating static X-HTML web application pages that I would encrypt using a special web encryption software tool. I would create a usable CD that had a demo of the software for the client to view the front end but not the back end source code
- Provided, created, and designed all graphics including templates for all of our Power Point presentations and CD packaging
- Maintained, designed and coded the company web site using hand coded CSS1 and HTMLI using Dream Weaver 4.0, Photoshop and Adobe Image Ready

Volt Information Sciences Inc.

1990 - 1998

Syosset, NY, 11791

Graphic Artist / Illustrator

- Modified and created graphics and logos for Nynex Yellow Page ads using Corel Draw and Photoshop
- Developed a library of custom created illustrations which would be used for clients who wanted custom illustrations rather than basic clip art for their advertisements and listings
- Dealt with and produced client requests for custom artwork from photographs or photo copied images, which would be hand drawn, inked, mounted on board and scanned into either Adobe Photo Shop or Corel Draw and then prepared for our camera department to shoot for the final output before going to print
- Collaborated on designing and construction of lobby displays that we would build using cut paper, plaster, paint and wire mesh when we had large clients our facility
- Participated in training new employee's hired for the department
- Provided billings, monitored and maintained all photo copy machines

CERTIFICATIONS

- **A+ Certified Service Technician**
- **Microsoft® Certified Professional**

FREELANCE EXPERIENCE

- Design and build custom web sites by hand coding methods. I discuss the client's ideas and needs of the website and create Photo Shop mock-ups which I convert into a fully functioning website. I also continue to design trade show displays, marketing handouts, logo creation, and put together brochures for many small businesses using many software programs such as Dream Weaver and the complete Adobe Suite.
- Entered into a Design competition for a non-profit company called The Guide Dog Foundation and was the **"Winning Designer for 2004"**
- Illustrated fantasy wrestling playing cards by hand for "The Champions of the Galaxy Game" which is owned by Filsinger Games. Each character drawing would be inked scanned, designed and colored in Photo Shop and prepared for print
- I also sell and create my own version of these wrestling card game cards online for the last ten years as well I created and run the website for the game cards. Characters are sketched, inked, scanned, and created in full color using Adobe Photo Shop and Dream Weaver for website updates

EDUCATION

- 2003-2005** **SUNY Farmingdale University, Farmingdale, NY 11735**
Bachelors Degree in Business Technology,
Major: Visual Communications
- 1999-2000** **New Horizons Learning Center, Commack NY 11725**
Trained in the latest web development and graphical software programs
- 1998-1999** **Career Blazers Learning Center, Melville, NY 11747**
A+ Certified Help Desk Support Professional
Microsoft Certified Professional
- 1988-1990** **SUNY Farmingdale University, Farmingdale, NY 11735**
Associates Degree in Applied Science,
Major: Advertising Art and Design