

Loyd Atwood C 763-331-1785 H 763-205-3231 loyd.atwood@gmail.com

Professional Summary

Loyd is a seasoned, creative individual that assists companies in the implementation of dynamic websites, ecommerce portals and promotional microsities and minisites. Loyd works well when he has deliverables and can facilitate between Business, Marketing and DEV teams, or where he can take the philosophy of the company and use his creative skills to produce user-friendly RIA websites, which drive the product, service or message. Loyd specializes in the enhancement of a company's out-facing communications and social networking initiatives. He works with companies to define, refine and build out interactive Web and email communications which engage, influence and educate the end user. Loyd is fluent on both the MAC and PC platforms.

Primary strengths include: Flash, ActionScript, HTML/DHTML/XHTML/XML, CSS, JavaScript, Silverlight, Axure, Campaign Monitor, Interwoven, Acrobat, Illustrator, Photoshop, PHP, .NET, Office (Word, Visio, PowerPoint), W3C, 508 Standards, video production, encoding and streaming media (FLV, WMP and Quicktime), Prototype, JSP, JSF and JUnit.

Portfolio: www.loydster.com

Sample Sites: www.xytechsystems.com, www.qtsla.com, www.cumminspower.com, www.cumminsonan.com, www.bostonscientific.com/lifebeat-online/, www.subaru.com

Experience Synopsis

- Responsible for designing, developing and testing more than 30 highly scalable consumer, B2B and public facing web sites for small and large companies. This included traditional commerce sites, Web 2.0 and ASP.NET ecommerce sites. Considerable experience with rapid prototyping via Axure, iRise and Omnigraffle tools.
- Extensive experience with bleeding edge technologies including OOP, XHTML, CSS, AJAX, ActionScript, XML, PHP and Java Frameworks (jQuery/Prototype/MooTools).
- Created the electronic marketing and branding of physical and virtual products as well as being responsible for creating microsities for marketing and social/educational purposes - utilizing streaming media WMP, FLV and/or Quicktime.

Professional Experience

Loydster.com, June 1997 to Present

Independent Web Marketing and Social Networking Consultant

- Created and updated websites, portals, multimedia and learning applications for a diverse clientele utilizing Flash and AS2, Visual Studio .NET with Biz Talk SOAP Adapter, PHP, HTML, XHTML, DHTML, XML on Apache Tomcat, BEA, IIS and MS Commerce servers running open source, Linux or Windows.
- Created and aggregated content for clients including Cisco Systems, Speedo and Sunset Resources using off the shelf and open source CMS apps and facilitated the creation of

CMS templates for ongoing usage by client companies. Fresh content created using Photoshop, Fireworks, Flash and AS2/AS3, XML and PHP.

- Identified navigation and search functions utilizing heuristic interaction and standard UI conventions.
- Made use of GWT, YUI, Prototype and Moo Tools frameworks to optimize client-side performance and usability.
- Optimized web applications to work with multiple browsers.
- Contributed to both on-site and off-site Web analytics projects and tracked key performance indicators via Web Trends, Google Analytics, cookies and JavaScript.

Boston Scientific, September 2010 to November 2010

Web Content Producer

- Redesign and produce content for BSCI's Neurovascular portal utilizing Teamsite CMS, XML, CSS, Flash and XHTML for Web and mobile endusers on both MAC and PC.
- Worked with SMEs and Business units to define specification.
- Updated content for peripheral products.
- Reformatted and redesigned newsletters and online content for the LifeBeat site.

Xytech Systems, January 2010 to May 2010

UI Designer/Web Developer

- Total redesign of www.xytechsystems.com XHTML, XML, JQuery, Flash (AS2) and CSS.
- Worked with Business and Marketing units to define specification and port pages over for mobile viewing.
- Built out low-fidelity mockups and prototypes using iPlotz online software.
- Hand-coded cross-browser proof-of-concept XHTMLs using Silverlight for sign-off by principals.
- Created a weekly newsletter using Constant Contact.
- Created PDFs for all products.

Cummins Power Generation, March 2009 to January 2010 (Manpower)

Web UI Developer

- Responsible for the re-design and development of the Cummins Energy Portal www.cumminspower.com. The UI utilizes JSP/XHTML/XML/AJAX, Flash (AS2) and CSS.
- Design and implement co-branded PHP/XML/Flash/AS2 website for Cummins-Onan www.cumminsonan.com/ JSP/Flash/AS2/JUnit/Prototype/JSON.
- Created new marketing opportunities to enhance the interactive functionality using mobile and existing social networking tools: (Facebook/Youtube/Twitter).
- Refined and repurposed key analytical tools and ad words (Web Trends/Google/Bing).
- Expanded user base both vertically and horizontally leveraging third-party add-ons (Campaign Monitor, Project 7, Axure, AdButler and Find Location).
- Gathered and documented requirements with supporting storyboards, wireframes and use cases. Worked with Adobe CS3 and CS4 (Flash, AS, Illustrator, Photoshop, Dreamweaver, After Effects and PowerPoint).

- Created CPG blog using YUI framework and wrote/posted entries supporting new products and services.

Beckman Coulter, January 2008 to April 2008

Senior UI Designer

- Responsible for the design and development of a user-centric, biomed RMS Portal. The UI utilized YUI, SQL, AJAX, Flash and CSS with a framework using JQuery and BEA servers to provide end users with the means to communicate with corporate and their fellow users. Design encompassed both MAC and PC platforms and hardware/software.
- Responsible for all social networking and Web 2.0 analysis, architecture and content aggregation. This included copywriting, newsletters and other editorial components.
- Gathered and refined requirements by presenting storyboards, wireframes as well as use cases to end users. Worked with Flash, AS, Illustrator, Photoshop, Dreamweaver and PowerPoint.

Heutmaker Consulting, March 2007 to January 2008

Web Designer

- Designed, developed and updated UIs/Websites/Commerce Portals for the Irvine Company, 3M, QTSLA, Speedo and others. Tools used included Flash/AS, Photoshop, Homesite, JQuery, ASP.NET, XML, HTML, AJAX, PHP, and WSDL and Web APIs.
- Drove multiple web projects while reporting to team leaders within each corporation.
- Met with both technical and non-technical resources to gather requirements and keep projects focused and within timeframe and budget.

ClickStar, Inc., September 2006 to February 2007

Information Architect

- Analyzed and contributed to the design of a Web-based movie download application utilizing YUI, AJAX, JSON, Google Analytics, Flash and Action Script.
- Managed outside vendors on integration of AJAX/XML powered UIs and SOA Web services for movie portal, member areas, blogs and supply chain applications. Managed assets and content for more than 15K movies. Five direct reports.
- Presented design/layouts, wireframes and mockups to web team and other internal/external clients, particularly Hollywood producers and other non-IT individuals using Photoshop, Visio, PowerPoint and HTML mockups.

Ameritrust Mortgage Company, July 2003 to July 2006

Senior Information Designer

- Managed corporate web team for bi-monthly releases using a single process Iterative Methodology (RUP). Worked with Web Managers, designers and developers utilizing different OSs, languages and levels of expertise to own a variety of UIs, content maps, site maps and dashboards for critical web initiatives. Four direct reports.
- Designed and developed Web and Flash/Flex components for promotions, marketing, sales support and corporate collateral.
- Enforced QA Best Practices in a constantly changing development environment.

Sony Pictures, April 2002 to January 2003

UI Designer

- Gathered requirements from end users and stakeholders.
- Created technical specification for user download movie application.
- Designed and tested cineSTREAMER application and GUIs using JSP, Flash, DHTML and Windows Media encoder and streaming applications.
- Project managed two developers working remotely to meet timelines and specifications.

Digital Streams Technologies – October 2000 – April 2002

Webmaster/Creative Director

- Designed and developed a Web-based music recording portal utilizing a downloadable XML thick-client and a dynamic Flash Web portal.
- Managed content for all Web initiatives.
- Created marketing and sales collateral for all services and products.

Plosive Technologies, September, 1999 to October 2000

Creative Director/Web Designer

- Designed and developed Internet/Intranet and Extranet pages for an online communications product using Visual Studio and .NET.
- Generated mockups, static wireframes, storyboards and prototypes.
- Produced Flash components for minisites.
- Worked with business managers, clients and developers to define goals, release schedules and deliverables.
- Provided copywriting and design for software/online documentation using Flash, Photoshop, Homesite, Fireworks and other applications.
- Managed two junior designers.

Certifications

- A+ Certification
- Microsoft Certified Professional

Education

- Certificate in Video Scriptwriting and Production, Santa Ana College
- Major: Marketing Communications. Minor: Human Computer Interaction, California State University Long Beach (No degree - Projected completion 2012)

References

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