

Professional References

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Past Projects

Flash Design and Development

QuickVue iFOBT Fisher Scientific Presentation CD

This was an item listed on the second page of my resume. The PPM (Product Marketing Manager) approached with me with an idea to help Sales Rep not only market the iFOBT product, but also use it as a tool to help make the sale to the clinics and practices. After a few discovery meetings I suggested a Flash presentation that can be then burned to a CD. She liked the idea so I moved forward with a storyboard and requirements document. This was all approved and so I started working on the design and layout of the project working primarily in Photoshop. I created two separate designs and again, after a consensus meeting, one was approved (you can start to see that with this company, everything had a strict approval process) and it was time to start working in Adobe Flash. I spent a few weeks in Flash working out the Actionscript development and layout. Shortly after getting most of the dynamics working, I was asked if this presentation could be used with multiple products. In the web world, we always get changes, so foreseeing something like this, I had already developed most of the presentation to be a dynamic product getting it's text, images, and documents from an XML file. I let them know that this product can easily be changed by simple updating the XML sheet. For this project, I was responsible for the meetings, setting the timelines, the designs, Flash development, and implementation of changes and updates.

Resources used: Photoshop/Illustrator/Flash/CSS/Actionscript 2.0/XML

Live Link: http://www.egzist.com/quidel/ppc/iFOB_PresentationWEB.html

Website Design and Development

MicroVue YKL-40 Website Redesign

This product was given a new trademark in early 2009 and with that new trademark, the PPM wanted a new website. I was given the product's new trademark and color scheme and was asked if I could give the site a 'cool scientific look, but still mainly for informative purposes'. We had a few meetings for brainstorming the sites needs, requirements, it's intended functions and goals. After these meetings I designed three separate layouts for the PPM to chose from. During our consensus meeting, I was happy to see they chose the third design, the one I had liked as well, and that they had only one small change to make to the text on the front page. From this point I was given the ok to start development. For this site I of course used HTML/CSS but also used a lot Javascript/AJAX functionality to give it the Web2.0 look the PPM was looking for. For areas of the site, the AJAX utilizes PHP scripts to talk with the database to send and receive information.

Resources used: Photoshop/HTML/CSS/JS/AJAX/PHP/MySQL

Live Link: <http://www.egzist.com/quidel/YKL-40.com/>

Quidel University Training and Leadership Institute (Intranet)

My director of IS and director of HR wanted to start working on a way to let employees know about classes Quidel was giving to not only help their overall skills in general, but to also help them learn more about their current job. The HR Director started off by sending out emails to the Company email list with a Calendar item for employees to save. After seeing this first round of emails I offered to develop a website where she could add new classes to employees, the employees could sign up, download a calendar item, and track all the classes they have taken through this website. She liked the idea and let me run with it. I developed the QU system with classes for the different levels of employees so an employee wouldn't be able to see classes offered to Managers or Executives. The login I gave above grants full administration rights and allows you to add/edit classes, events, and training material.

Resources used: Photoshop/Flash/HTML/CSS/JS/AJAX/PHP/MySQL/Actionscript 2.0

Live Link: <http://www.egzist.com/quidel/Quidel%20University/> - Login ID 2097 gives administrator rights

VisitOz – Helping Young backpackers get farming jobs in Australia

This is the company I am currently working for helping them restructure and brand their website. The current site is www.visitoz.org and is 10 years old. I came here with the objective of simply redesigning the site but after seeing their work practices and file retention, I've offered to work on a backend administration section to help them receive, approve, and assign applications to training farms, track employers and who they hire as well as the tasks the students are asked to do, and develop a dashboard so the administrators can see which employers are logging in, which students they are looking at, and how often they login. There is new functionality for the trainers who spend a week with the students and also the employers to help notify the VisitOz administrators they are in need of workers at their stations. The development site is just that and there are still areas to work on and text to update. Planned launch is in a few weeks. I also did design two templates for them to choose from, the first one I did can be found here: <http://revod.deviantart.com/art/VisitOz-Website-Template-2-141695011> - *Click image on the page to get a larger view*

Resources used: Photoshop/HTML/CSS/JS/AJAX/PHP/MySQL

Live Link: - <http://dev.visitoz.org/>

DigiSnacks – Royalty Free Stock Photography

This was a project myself, one of my former professors and the developer I knew in the Netherlands took up a few years ago. We wanted to launch a new stock photography site as a joint project for us all. We all had big aspirations and ideas for this and it was coming along very well. We ordered the servers, got our co-location setup, I worked on all the designs and Rick worked on all the development utilizing Python/Django. We were getting closer to start beta-testing the site when the economic crisis hit in full swing and our main financier wasn't able to continue with the project. Rick and I tried to keep it alive but weren't able to see it through to the end. We had to unfortunately pull the servers and stop production on the site. Needless to say, it was a good experience, lots of hard work and some good designs came out of it.

Resources used: Photoshop/Flash/Illustrator/Photography/HTML/CSS/JS/Actionscript 2.0/Server Administration and Setup

Live Link: - <http://revod.deviantart.com/art/DigiSnacks-Home-Template-141693702> - *Click image on the page to get a larger view*

Artwork

J.U.I.C.E. Cut & Paste Web Design Challenge

This was a template I had designed for a Web design competition sponsored by Cut&Paste. I wanted to get a little artistic, try to touch on the creative side of J.U.I.C.E.'s elements. A majority of this site is meant to drive the users focus from one section to next, each having their own user defined call-to-action to get the end-users more involved, clicking more, visiting more pages and creating a longer visit duration. Some of the dynamic Element Concepts are the "volunteer now" button would activate a JavaScript Div slide down of the top navigation section, including the tare, which will contain a small form for the user to fill out and submit their information. The six images on the left hand-side are meant to be a CSS/AJAX rollover which will display a larger image of the artwork in place of the "Mission Statement" section. As they roll off, the default would be the Mission Statement again. The News & Announcements are meant to be an Asynchronous DIV loaded content.

Resources used: Photoshop/Illustrator

Live Link: <http://revod.deviantart.com/art/Green-J-U-I-C-E-141691696> - *Click image on the page to get a larger view*

Unreal Tournament 2004 e107 CMS Template

Back in the day I was an avid UT2K4 player and competed in tournaments and online matches. I was also an administrator for <http://www.teamwarfare.com/> overlooking clan matches and helping handle disputes. While I was the avid player my current team was utilizing the e107 CMS system. Our website was pretty mediocre and I wanted to design something that would just WOW the visitors to our site. I spent a weekend working on game like designs and detail in inherited it to the site. Once I finished, I did develop the HTML/CSS to make it fit and work with the CMS system. I really enjoyed this template and feel that it highlights my attention to detail and Photoshop skill level.

Resources used: Photoshop/UT2K4

Live Link: <http://revod.deviantart.com/art/Unrealness-UT-theme-33626294> - *Click image on the page to get a larger view*

American History X DVD Cover Illustration

While at school one of our projects was to Illustrate a famous person. The professor showed us past projects and how students took a portrait picture of a celebrity and recreated it. I always like to go the extra step so I chose to recreate a DVD cover from a movie I had recently seen, American History X. I started this illustration on a black canvas and utilized Illustrators mesh tool for the base layout and some gradients, then I used the pen tool for the rest of the project to create the look I needed. I ended up redoing, or rather, overlaying the nose and eyes about six different times before I got the look I needed. On Sunday evening, I finished the project and liked the outcome.

Resources used: Illustrator

Live Link: <http://revod.deviantart.com/art/American-History-X-DVD-Cover-11131249> - *Click image on the page to get a larger view*

TravelingWebGuy Portfolio Site

This is the design I plan on using for my new portfolio site. Since I use the tagline TravelingWebGuy I went with that theme. The BG is blue because I like that color and can work with it pretty easily and I used Polaroid's for the image container to give it the travel feel. The Wacom tablet show in this design was also done in Photoshop only because I wanted to re-create an object and make sure I still had my Photoshop skill level up to par.

Resources used: Photoshop

Live Link: <http://revod.deviantart.com/art/TravelingWebGuy-Portfolio-Site-141700103> - *Click image on the page to get a larger view*

Thank you for your time and consideration for the position, I hope to hear from you in the future.

Timothy Lavelle