

# Timothy Lavelle

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## Experience

### Webmaster & Web Developer

July 2007 to July 2009, San Diego CA – Quidel Corp.

I was responsible for all Internet and Intranet sites including: project planning, creative design, template creation, content integration and back-end development. I was responsible for creating all interactive marketing materials, micro-sites, and Flash design and development. I kept track of sites stats using Unica NetTracker, managed advertising campaigns through the stat tracker, created and managed Google ADword campaigns, keyword analysis, and did server administration of the web servers. Have designed and developed a 100% dynamic Flash presentation to be used by Fisher Scientific across the country by 1000+ sales representatives. This DVD can be modified for a new product by simply updating an XML sheet.

### User Experience Designer & Web Developer

June 2005 to July 2007, San Diego CA – Clear Channel Comms.

Develop all graphical/layout/design aspects needed for company presence, product development, promotional material, and show material. Products include such as: website development, email marketing, catalog design, and trade show products and flash animation. Worked on Rock 105.3, 101.1 KGB, Star 94.1, Channel 93.3, US 95.7, KOGO 600, KLSB 1360, The Mikey Show, Jeff and Jer Showgram and AJ's Playhouse.

### User Experience & Web Designer, Front-end Developer

May 2004 to June 2005, Carlsbad CA – Netliance Corp.

Created all graphical websites, email marketing, print/promotional elements, as well as helped troubleshoot, create technical documents, handle customer support, and conduct product development research in coordination with the Project Director.

### Web Design & Development & Multimedia Design

Jan 2002 to Present, San Diego CA – R3DDStudios

R3DDstudios is my side business. I started out small with local businesses and now assist companies in 3 states for all of their design needs. We handle all areas of Web Design, Development, Business Solutions, Motion graphics, and Print design. I also do consulting helping individuals and businesses with their sites and the direction they need to go in order to use the dub-dub-dub successfully.

## Education

### Graphic Design, Coleman University

Focused on user experience design and color theory, in my spare time I taught myself all the programming languages required to design and develop websites.

### Previous Websites:

www.shopgripit.com  
www.quidel.com  
www.flutest.com  
www.colorectal-test.com  
www.rsvtesting.com  
www.ykl-40.com  
www.feelingsickfindoutquick.com  
www.netliancecorp.com  
www.conflex.us  
www.unityhealth.org  
www.rochesterworks.org  
www.accreditedfinancial.org  
www.aventinefinancial.com  
www.rock1053.com  
www.channel933.com  
www.us957.com  
www.101kgb.com  
www.1360klsd.com  
www.kogo600am.com  
www.star941sandiego.com  
www.mikeyshow.com  
www.jimmysteeleproductions.com  
www.clintaugust.com  
www.reebslures.com  
www.texascrew.com  
www.ralstonrealestate.com  
www.pazzoent.com  
www.freegasvoucher.com  
www.robbcarter.com  
www.leonliphotography.com  
www.clankhz.com  
www.teamwarfareleague.com  
www.visitoz.org  
www.outbackwork.org

# Online Application Development

Student/Job Tracking Database  
Employer Tracking  
Statistics Dashboard  
Internal Application Development  
Scientific Notebook Inventory System  
Employee Directory Administration  
Corporate University System  
New Products R&D Calculator DB  
Corp Policy E-Signature DB  
Interactive Product Training CD  
Domain Management System  
Office/Cubicle Tracking DB  
IT System Event Logger  
Project & File Management System  
Dynamic Form Development

## Print & Media Projects

C4 Technologies – Corp Identity & Website Templates  
Pazzo Entertainment – Corp Identity  
Total Control LLC. – Corp. Identity & Web Design  
Kirchner Design Inc. – Graphic Design  
Kirchner Design Inc. –Web Dev. & Consulting  
Clear Channel Corp. – Graphic Design  
Fierce Media Inc. – Template Design  
BC Voice Over LLC. – Website Consulting  
Dream Media Inc. – Print & Website Design

## Selected Projects

### Interactive Training DVD

While at Quidel Corp I was tasked with coming up with new method to deliver training materials to sales representatives across the States that not only helps them identify what documents to use for sales, but also as a sales tool to help deliver the presentation to the prospective buyers. After working with five different departments and two regional sales reps, I came up with the plan and concept to use a Flash DVD that connects the user and buyer with a visual presentation but also gives all the relative documents needed to help make the sale and answer any questions.

### MicroVue YKL-40 Website Design

This was a website that was in desperate need of a redesign. The Product Marketing Manager and the Directory of Marketing came to me and asked if I could come up with a new approach to marketing their product and information online based only off the color scheme they have provided. After a few concept meetings and strategy planning, I was able to deliver three website templates so they could chose the best one to fit their needs. After delivering the templates in a consensus meeting, I was glad to see that they liked the template that I had in mind, and that they had only one small change to make to it. We all know in the web world that the first templates are almost always changed and re-modified so in hearing no major modifications was necessary was music to my ears.

### My Tools

Photoshop  
Dreamweaver  
Flash  
Illustrator  
Premiere

### Code Knowledgebase

CSS/HTML/XML/XSL  
PHP/MySQL  
Javascript/AJAX  
Actionscript 2.0

### My Expertise

Graphic Design  
Web Design  
Web Development  
Flash Animation  
Project Management  
Print Media

### My Experience

Server Administration  
DNS Management  
Computer Building/Repair

### Research

Google Analytics  
Net Tracker  
SEO Ranking and Research  
Usability Tracking

### Future Goals

Python/Django

### Gaming Preferences

UT2K4(PC)  
BF2142(PC)  
COD4(Xbox360)

### Movies/TV Series Favorites

Stargate Series  
Battlestar Galactica  
FireFly & Serenity  
Godfather Series  
Jurassic Park  
Entourage

### Sports/Hobbies

Roller Hockey  
Softball  
Sport Skydiving  
Hiking