

SUE EVERSON / WEB & PRINT DESIGN

page 2

H 847.888.2148 • C 847.899.8713 • portfolio: www.goeverson.com

EXPERIENCE

(continued)

SR. WEB DESIGNER Contract November 2007 - April 2008

PCGvip.com – Designed & developed site from “soup-to-nuts” within a tight time frame.

Spine-health.com – Created Flash animated ads for a medical web site.

SR. GRAPHIC/WEB DESIGNER August 2003 - November 2007 **NA Corporation Glenview, IL. Marketing and Graphics**

- Lead designer for all client web sites. Utilized current web technologies (Web 2.0, Javascript CSS, DOM scripting) to code and produce sites.

- Designed a series of monthly HTML e-mail's for US Marine motivating distributors to purchase signage from the client's warehouse. The client saw a 20% sales increase for items advertised during the cycle.

SR. WEB DESIGNER November 2002 - August 2003 **First Health Downers Grove, IL. National Health-Care Company**

- Lead designer for My First Health client Internet and Claim Status web sites. Oversaw the design and production with a 2-person crew. Collaborated with a large team of content writers, back-end developers and project stakeholders to organize complex information into a visually pleasing and accessible design.

- Designed and produced an interactive Flash tutorial describing how a typical client could navigate through the My First Health web site to address their health-care needs.

SR. WEB DESIGNER Contract December 2001 - November 2002

Navelguru.com – Collaborated with database developer to design an e-commerce site.

United Airlines – Designed micro web sites, animated banners, and flash micro-sites.

Stonebridge Conway Farms – Web site for upscale Chicago-area real-estate firm.

Democraticindia.org – Flash web site served as a marketing tool for a documentary filmmaker and succeeded in garnering enough investments to send her on-location to India.

SR. PRINT & NEW MEDIA DESIGNER October 1998 - December 2001 **FURKON Chicago, IL. E-business IT Consulting Firm**

- Designed web sites, web-based applications and Flash presentations for external clients. Client base included global fortune 500 firms in the financial, and insurance industries.

- Lead designer for brochures, ads, invitations, identity systems and trade show signage.

GRAPHIC DESIGNER January 1981 - September 1998 **R-Columbia Products Highland Park, IL. Electronics Manufacturing**

- Created ad campaigns to coincide with trade shows and new product launches.

- Designed brochures, ads, technical and spot illustration, charts and product photography.

EDUCATION

Columbia College - Chicago, IL.

- Flash Action Script, Photography: Lighting, Tabletop and Portraiture

College of Lake County - Grayslake, IL.

- Web Design, Javascript, Business Marketing

Northern Illinois University - De Kalb, IL.

- BFA. Emphasis on Graphic Design