Charlie Whitesell

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EXPERIENCE SUMMARY

Charlie has been working in the area of Web building and design for over 15 years. For the past 10 years, he has been a Web Producer, Web designer and front-end developer for the Car Toys online retail store @ www.cartoys.com. Prior to, and during his time with Car Toys, he has also worked as a web master and contract web designer-producer, building web sites and web tools for a variety of small businesses and non-profit groups.

EXPERIENCE

Web Producer/Designer, Car Toys Inc.; Seattle, Wa   2005 Present

• Responsible for producing all creative content for Car Toys Online, including promotional banners, landing pages, and online content.

• Collaborate with merchandisers and the marketing department during new product launches, and make recommendations regarding the best user experience in the online space.

• Responsible for producing and programming content for the Car Toys Inc. E-Commerce web site, using HTML, CSS, Javascript, ColdFusion and SQL to support online retail initiatives and store promotions.

• Ensure that web site structure, organization, presentation, and functionalities are customer-driven, user-centered, consistent and within the bandwidth available to a variety of Internet audiences targeted by Car Toys.

• Design, develop and maintain micro-sites for multiple Car Toys departments, including Wholesale Wireless for master dealer sales, Commercial Services, and the joint Car Toys/NJPA fleet solutions program.

• Build out car audio and wireless products and create new categories for product on-boarding.

• Update product pricing and attach promotions and special offers to online products.

• Identify, recommend and integrate latest front-end web technologies for Car Toys Online.

• Troubleshoot and fix front-end and back-end functionality issues.

• Lead role in the implementation and transition to new Magento platform for Car Toys Online.

• Design static and Flash-based banner ads for pay-per-click and affiliate program partner sites.

• Build, target and deploy email marketing campaigns for online customers.

Web Producer/Web Designer, City Fish Co.; Seattle, Wa   2012 Present

Responsible for all aspects of the online retail store for City Fish Co., including implementation, design, maintenance and payment gateways. Also responsible for SEO, Google ad-word campaigns, social media, blog and email campaigns for marketing City Fish Co. and CityFish.com.

Freelance/Contract Web Designer; Seattle, Wa   1998 2012

Freelance designer targeting small businesses and non-profit groups. The work included Web design, Flash design, Web site production, graphic design, image creation and optimization, illustration, and multimedia design, depending on the project.

User Interface Developer, Openwave Systems, Inc.; Seattle, Wa   1999 2001

- Redesigned and improved the User-Interfaces for existing Web-based applications used for the administration of wireless location and presence services, resulting in a higher level of usability.
- Designed, developed and tested the functionality for a variety of wireless Internet-related products.
- Worked in collaboration with Business Development group and developers to define application requirements and standards.
- Designed the User-Interface for a mobile mail application.
- Defined standards for the design of various Web-based products. Created a User Interface design that allowed products to be easily internationalized.

EDUCATION

A.A.A.S., Graphic Design, Shoreline Community College, December 2003
Master of Arts, Asian Studies, University of Oregon, 1997
Bachelor of Arts, Anthropology, University of Colorado, 1987

SKILLS

CMS / HTML / CSS / jQuery / SQL
 Magento CMS – Advanced
 Responsive design –Advanced
 CSS 2 and 3 – Advanced
 HTML 5.0 - Intermediate
 XHTML 4.1 – Advanced
 Dreamweaver – Advanced
 JQuery – Intermediate
 SQL – Intermediate

Adobe
 Photoshop – Advanced
 Flash – Advanced
 Illustrator – Advanced