

# DENNIS SHEPHERD

DESIGN

PRINT

WEB

MOTION

FINE ART

380 VISTA ROMA WAY #320  
SAN JOSE, CA 95136  
650.533.1364

dennis@dennishepherd.com

## 01: MEDIA

Print media layout and illustration. Web design and graphics. User Interface (UI) design. Code scripting including: HTML, XHTML, Javascript, PHP, XML, ASP, CSS, and Action Script. Video editing, effects, DVD authoring and television graphics. Film and digital photography. Drawing and painting including: large scale photo realistic images, cartoon images, and abstract images. Typography. Store and interior design. Expo Booth Design.

## 02: SOFTWARE

PC and Mac applications including: Adobe Photoshop CS4, Illustrator CS4, InDesign CS4, Dreamweaver CS4, Flash CS4, Fireworks CS4, Acrobat 9 Professional, After Effects 6.5; QuarkXpress 6; Mac OS 10.5; Apple Final Cut Pro 3, DVD Studio Pro 3, Quicktime Pro, Garageband; Windows Vista; Microsoft Word, Excel, Powerpoint, Access; BB-Edit; Hometown; Opera, Safari, Firefox, and Internet Explorer.

## 03: EXPERIENCE

### PHOTOBUCKET, San Francisco, CA

Senior Interactive Designer 11.2007 to Present

Responsible for all marketing print and web design for the world's largest hosting site for photos and videos. Drove and maintained the design for the company identity. Worked on multiple projects simultaneously under tight deadlines. Designed and annotated user interface designs for site code releases and enhancements. Created all graphics for iPhone, Blackberry and Android mobile applications. Designed print brochures. Developed landing pages and page flows for featured products, contests and campaigns. Designed and animated flash demos and videos. Created custom illustrations. Produced successful flash-based promotional units in order to drive traffic to targeted features and offers. Created sponsored home page "take-overs" for such companies as Disney, Nike, Fox, Kodak and Chevrolet. Developed layouts, coded and built ongoing email campaigns. Designed exclusive landing page and online albums for the official photographers of the presidential inauguration of Barack Obama. Successfully designed and produced graphics for company booth for Web 2.0 conference. Primary recruiter for new design staff. Aided lower level designers in design direction and techniques. Worked with fluctuating budgets. Produced internal design tutorials. Problem solver for all design, implementation and technical obstacles.

### DENNIS SHEPHERD DESIGN

Freelance Designer 06.2001 to Present

Worked with a variety of different clients to develop a large range of collateral for their businesses. Projects included identity, logo design, full web site design and development, email blasts, photography, videography, video/film effects, sound production, print pieces including, brochures, advertisements, billboards, menus, letterhead, copy writing, campaign development and management.

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## 03: EXPERIENCE (continued)

### INPHONIC, Washington, DC

Art Director

02.2005 to 06.2007

In charge of brand and all design for satellite division of company. Ran a successful remote office from home in California. Redesigned, rebuilt and defined different brands owned by the company. Through various media, conceptualized, built and oversaw projects that promoted products and services offered. Developed and launched several company web sites structured specifically for search engine optimization (SEO). These sites ranked in the top positions on Google, Yahoo and MSN for organic search results for targeted keywords. Built and managed ecommerce sites for partners, such as: Overstock.com, TigerDirect.com, RadioShack, and Sam's Club. Initiated and developed successful email marketing and newsletter program. In charge of hiring, firing and overseeing satellite design staff. Managed work flow, delegated responsibilities and approved work produced.

### LETSTALK.COM, San Francisco, CA

Design Manager

07.2002 to 02.2005

Head of design for marketing and merchandizing department for company. Responsible for production of design and graphics for a various projects and verticals for company. Developed, designed and implemented new strategies to improve site performance, enhance customer experience and improve sales. Worked with large enterprises to design and build ecommerce web sites selling wireless products for their businesses. Some clients included: Nokia USA, Siemens USA, Danger, K-Mart, Toyota, Lexus, Metro PCS, Cricket Communications and C-NET. Develop and designed new campaigns using both online and print media. Responsible for hiring, firing and overseeing all design staff. Conducted employee evaluations and performance reviews. Managed work flow and delegated responsibilities to design staff. Reviewed and approved all designs and projects produced by staff.

### ADDITIONAL EXPERIENCE & CONTRACTING

EPHONES

12.1999 to 06.2001

MARKETING DESIGNS

07.1999 to 12.1999

GAP INC.

10.1998 to 07.1999

BANK OF AMERICA

08.1996 to 08.1998

COLLEGE OF NOTRE DAME

08.1994 to 04.1998

MACROMEDIA

06.1996

NERSVEEN MULTIMEDIA

05.1997 to 08.1997

COYOTE POINT MUSEUM

04.1996 and 04.1995

## 04: EDUCATION

### NOTRE DAME DE NAMUR UNIVERSITY, Belmont, CA

Bachelor of Arts, Art, 1998

(portfolio available at [www.dennisshepherd.com](http://www.dennisshepherd.com))