

# T O D D   A L F R E D   K E L L E Y -   G R A P H I C S

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## E X P E R I E N C E

*A graphic designer with over 13 years experience creating presentations, web sites, video projects and branded collateral for some of silicon valley's leading technology companies, including: 3Com, Capcom, Cisco, Cadence, Electronic Arts, Documentum, Intel, Kana (formally Broadbase), Hewlett Packard, Philips Semiconductors, Sony and others. I have an excellent track record of managing projects and design vendors for large-scale projects like web site design, conference support, and multimedia projects.*

## S U M M A R Y   O F   Q U A L I F I C A T I O N

1. Solid background managing projects, vendors and designers simultaneously
2. Provide excellent direction on projects from wireframes to finished products
3. Proven track record of integrating different design elements and technologies to produce
4. Expertise in design reviews, managing personnel, scheduling, contingency plans,
5. all while maintaining and coming in under budget.

## T E C H N I C A L   S K I L L S

**Skillset:** Graphic Design, Web Design and Animation, Presentations, Audio/Video Editing and Production, media network systems, Macintosh workstations and apps

**Adobe CS:** Photoshop, Illustrator, InDesign, Dreamweaver, Flash, After Effects.

**Microsoft Office:** Word, Excel, PowerPoint, FrontPage

**Apple:** Final Cut Pro, Motion, Keynote, Pages, Numbers, iWeb, iDVD

**Operating Systems:** Mac OS X, Windows XP/Vista

**Experience:** HTML/DHTML, Javascript/AJAX, PHP, XML, ActionScript, CGI

# PROFESSIONAL EXPERIENCE

## **Contracting (Various Clients)**

**12/2007 – Present**

*Graphic / Web / Presentation Designer*

- Brainstorming, creating and implementing audio/visual technologies into existing websites for better user experiences.
- Taking client ideas and concepts to the next level, creating visually stunning presentations using Microsoft Word, Adobe Acrobat and Apple Keynote.
- Producing logos, graphs & charts and workflows from client ideas for presentations, proposals and reports.
- Creating and editing blog templates for clients who use WordPress and MovableType.

## **General Dynamics**

**10/2003 – 12/2007**

*Graphic Designer / Presentation Specialist*

- Brought into the Graphics Support Group as the pre-press professional to service the company's Project Teams with proposals, media duplication, conference, instructional video projects and graphics creation.
- Film, edit and reproduce CD's and DVD's of live events and instructional material, which are sent out to the sales and engineering teams in the field.
- Help Project Teams develop official logos and diagrams for project bids.
- Maintained On-site support for meetings and presentations requiring streaming video, multimedia elements and web integration.

## **EMC<sup>2</sup> | Documentum**

**11/2001 - 10/2003**

*Contractor: Executive / Marketing Presentation Specialist*

- Supported the Sales and Marketing teams as the Presentation Specialist and Graphic Concept creator.
- Created and refined PowerPoint Presentation templates for internal and external sales and marketing events.
- Turned executive and marketing wireframe concepts to polished, dynamic graphics for presentations and collateral.

## **Marimba | BMC Software**

**11/2000 - 10/2001**

*Presentation Specialist / Graphic Designer*

- Recruited by the Vice President of Corporate Marketing to be a multi-faceted designer in the re-branding of the company's web sites and presentations. Working with outside vendors and partners on product campaigns, my responsibilities also included exploring new avenues to create revenue through marketing.
- Support the sales force with creating printed and on-screen collateral for better support of established and potential clients.
- Maintain the look and feel of all major company web sites.
- Monitor the corporate standards on all print, web and presentation materials.

## **Cadence Design Systems**

**07/1996 - 01/2000**

*Presentation Specialist / Graphic Designer*

- Worked with the Executive Team and sales force to produce quality presentations, which helped generate \$1.2 Billion in Revenue.
- Create key presentations for use with worldwide sales and marketing teams.
- Manage outside design and printing vendors.
- Integral part of professionals, assembled for acquisitions and strategic partnering.
- Maintain web content for internal and external web sites.
- Help integrate multimedia into company's corporate standards.

## **The Bay Tomato Company**

**3/1995 - 06/1996**

*Contractor: Graphic Designer*

- Responsible for giving a wide-range of design support to Silicon Valley companies, like *Cisco Systems, Cadence Design Systems, 3Com* and *Sony Electronics*.
- Key consultant for client product branding and corporate identities.
- Integrate new technologies into the company's corporate standards.

## **E D U C A T I O N**

*San Jose State University (1989 – 1995)*

*Major: Radio, Television & film*