

# Drew M. Santo

Interactive Production Specialist : <http://knobodi.com/portfolio>

## Contact

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## Profile

With over six years experience and skilled in the latest web design and development tools, I embody the heart of an artist with tremendous technical savvy and versatility. My experience in media-focused sites, corporate intranets, and e-commerce, keeps me in tune with emerging technologies and my work reflects my passion for user centered design.

**Availability** From November, 2010

## Key Skills

Adobe Suite: Photoshop / Illustrator / Flash / etc.	XHTML / CSS XML	Web Standards Browser Compatibility	Mac & PC Platforms Content Management Systems
Microsoft Suite: Word / Excel / Visio / etc.	PHP, JavaScript (jQuery), ActionScript	Streaming Media Hosting / Domain Configuration	Network fundamentals Google Analytics / Webmaster Tools
Some: Final Cut / Maya / 3D	ASP .NET Framework		

## Professional Experience

### optionsXpress Inc.

**Full-time**

#### Web Designer

**August 2009 – Present**

- Implemented a front-end redesign of pre-logged in pages while working with design and development teams under a strict release schedule.
- Worked closely with online marketing team to rebrand email campaign templates across all domestic and international sites. Developed global email templates and trained marketing teams on customizations within *Exact Target* and *Marketo*.
- Implemented *Omniture* code for web analytics and targeted testing of new site features.
- Consulted with offline marketing teams on branding initiatives and discussions.
- Developed design mock ups and rough wireframes for product team initiatives based on business input.

### Acquity Group

**Full-time**

#### Senior Designer

**April 2007 – February 2009**

- Consulted / led interface design of client websites, intranets, and web applications through the use of enterprise level content management systems.
- Redesigned / recoded various client sites' components to suit optimal page performance in respect to search engine optimization and accessibility.
- Optimized assets provided by third party vendors to suit content management system limitations and/or business needs.
- Served as QA and integration support for the entire development lifecycle of many projects.
- Participated in user test observation and research.
- Mentored and led entry level design staff. Expanded and improved staff by recruiting high quality candidates.

### Domains for Listings, LLC

**Self Employed**

#### Owner / Operator

**January 2004 – August 2009**

- Provided domain registration, web hosting, hosted exchange server, and SSL certificates at competitive pricing.
- Developed a system to manage a 6,000+ domain inventory for Koenig & Strey GMAC Real Estate in Chicagoland.
- Worked directly with KSGMAC resources to create the company's exclusive Single Page Site (SPS) initiative, better utilizing the SEO potential from owning such a large inventory of active domains.

### Freelance Web Designer / Developer

**Self Employed**

#### Independent Contractor

**September 2004 – February 2007**

- Responsible for the management and delivery of all day-to-day website maintenance for various clients.
- Worked independently on branding design and website layouts for multiple clients.
- Optimized files and re-encoded media for web delivery.
- Delegated and oversaw outsourced work among qualified vendors.
- Served as the primary contact for the entire lifespan of any given project.

## Education

**2003 to 2006** **Columbia College Chicago - Chicago, Illinois (May 2006)**

BFA - Interactive Arts & Media

**2001 to 2003** **Southern Illinois University - Carbondale, Illinois**

Digital Media

**Spring 2001 /** **College of Lake County - Grayslake, Illinois**

**Summer 2002-3** Computer Aided Drafting & General Education Programs