

Beth Kessler

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SKILLS

XHTML/CSS Web Standards Usability	Adobe Photoshop Adobe Illustrator Adobe Dreamweaver	Adobe Flash Quark Xpress Mac & PC platforms
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EXPERIENCE

Freelance 11/2005-08/2006,
Web Designer 05/2007-present

- Optimized code and edited copy for search engine compatibility.
- Planned wireframes with the flexibility to accommodate unknown future content.
- Coordinated all media to develop consistent brand identity.

Spectrum Design Bennington, VT 11/2003-11/2005
Graphic & Web Designer

- Designed web sites, ads, brochures, reports, newsletters, business cards, maps, billboards, and other materials.
- Met with clients such as Balance Education, and The American Red Cross to plan new projects.
- Managed accounts from the initial consultation through the design and printing process.
- Educated new clients in tailoring content to a target audience.
- Led a tutorial in logo design for a group of middle school students.

Hawkins House Bennington, VT 11/2003-11/2005
Administrative Assistant

- Reorganized accounts payable records, standardized the company filing system, and implemented a seamless transition from Aatrix bookkeeping software to Quickbooks.
- Broadened online Ed Levin Jewelry catalog making Hawkins House the first to offer the entire line.
- Resolved payment disputes with delinquent Hawkins House customers.
- Enforced vendor responsibility for flawed and damaged merchandise, assuring the issue of proper credit.
- Trained two new employees as my successors.

WMHT TV/Radio Schenectady, NY 06/2003-11/2003
Graphic Design Intern

- Transformed jpegs and newspaper clippings into broadcast quality graphics representing the station's sponsors.
- Assisted with the editing of Outlook magazine, WMHT's monthly publication.

Bennington College Dance Program Bennington, VT 09/2000-06/2003
Poster Designer

- Designed posters, programs and promotional materials for six seasons of college dance performances.
- Conducted group brainstorming sessions with choreographers to generate copy, visuals, and logos.
- Presented design proposals at dance department meetings.

Bennington College Field Work Term Bennington, VT 01/2000-02/2003
Graphic & Web Design Intern

- Completed three internships during Bennington's annual winter term, creating print materials and websites for:
 - L'Ensemble, a non-profit music group based in Albany, NY,
 - Planetlink, a San Francisco area web design firm, and
 - Images From The Past, an interpretive publishing service in Bennington, VT.

EDUCATION

Bennington College Bennington, VT BA, 06/2003
Concentration in Interdisciplinary Design

Pratt Institute Brooklyn, NY 08/2006-05/2007
Industrial Design