

J E F F K U P E R M A N

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O B J E C T I V E

Highly skilled and multi-talented creative professional, web & multimedia designer, and graphic artist seeking continued development and excellence in a creative team environment.

W O R K E X P E R I E N C E

***Performtech, Inc.* – Senior Visual Media Designer**

10/03-present – Alexandria, Virginia

- Interactive Media Designer of Flash-based courseware applications for CD-ROM and online deployment
- Interface and collaborate with Programmers, Storyboarders, Project Managers and Instructional Designers
- Work directly with clients for demonstrations and asset collection via photography, videography, etc.
- Graphic Designer for client job aids, booklets, reference cards, CD-ROM labels & jewel cases

***Globecom Interactive* – Graphic/Web Designer**

10/02-10/03 – Reston, Virginia

- Senior Designer on a high-energy production team
- Created interactive product demos, presentations, and catalogs for use in touch screen kiosks and websites
- Lead designer for corporate branding (collateral and website)
- Aide in beta testing Globecom's cutting-edge proprietary software, while using it to create sales tools for clients
- Worked directly with high-end clients like Home Depot, Lowe's, and Rubbermaid

***PSINet Inc./Cogent Communications* -Art Director, Web**

05/02-10/02 – Georgetown, Washington DC

- Sole designer for all web and print needs in Marketing department
- Webmastered, re-structured and redesigned corporate website, intranets, and websites for merged companies
- Managed collateral purchasing intranet and relationship with fulfillment vendors
- Conceptualized and designed multi-channel direct mail campaigns
- Researched and applied use of HTML email campaigns
- Provided all graphics for internal communications (newsletter, sales incentives, etc.)

Web Design/Marketing Project Manager

09/01-05/02 - Ashburn, Virginia

- Oversaw creative processes for web design in collaboration with marketing message and collateral (i.e. leading brainstorming meetings, storyboarding projects and sitemaps).
- Creative force behind re-vamped corporate identity.
- Designed, redesigned and maintained the Baltimore Ravens website.
- Produced a Flash web commercial for PSINet corporate site, complete with original music and sound editing.
- Reviewed requirements with clients and created an animated splash page for Shell Racing website, along with website logos for the Phoenix Coyotes.
- Managed and created online marketing/sales content for PSINet and clients.
- Acting webmaster and developer for corporate site, intranet, and Baltimore Ravens website.

Web Developer and Multimedia Specialist

01/01-09/01 - Ashburn, Virginia

- Corporate website redesign, concept-to-creation web marketing/advertising, illustration and animation.
- Provided custom graphic design work, and manipulation of existing artwork with various graphic design tools.
- Worked closely with internal and external groups to deliver graphics and multimedia.
- Web content, multimedia, and game development to increase traffic and advertising revenue.
- Monitored online chats and forums.

Graphic Artist and Web Designer

5/98-01/01 - Reston, Virginia

- Production of direct mail, corporate collateral, stationery, and promotional materials.
- Streamlined marketing department's physical layout, improved color management and branding throughout production process.
- Doubled as Webmaster and content manager for the corporate website.
- Acted as liaison for regional managers, advertising agencies and print vendors.

Jaywalk Design -Founder and Creative Consultant

12/98 to present - Reston, Virginia

- Creative consultant for a small design firm specializing in web development.
- Interactive web design/layout, logo design, corporate branding, print design (i.e. business cards, stationery, brochures, flyers, tape/CD covers, etc.), and multimedia design.
- Estimate and manage web and multimedia projects and deliver proposals, monitor project budgets and timelines.
- Consult clients on company message and identity, color theory, and target marketing.

CICAT Networks -Graphic/Web Designer

1/97 to 5/98 - Fairfax, Virginia

- Concept-to-creation web design, graphics, image editing, promotional materials, brochures, tradeshow booth design, and logos for CICAT and clients.
- Handled print vendors, client support, and budget management for internal and external projects.

TECHNICAL SKILLSET

Software & Applications: Photoshop, Illustrator, Flash, Image Ready, Dreamweaver, InDesign, Premier, Sound Forge, ACID, Quark Xpress, Freehand, HomeSite, Fireworks, Dimensions, Acrobat, Swift 3D, Bryce 3D, Poser, Cubase VST, Director, CorelDraw, Fruityloops, Eudora, PCAnywhere, Microsoft Office, Windows XP, Mac OS

Multimedia & Programming: Flash scripting, digital audio and video editing, HTML, CSS, DHTML, WSFTP, JavaScript, ASP

ACCLAIM

- Macromedia Site of the Day for Ravenszone.net
- Online Flash web commercial was displayed at Internet World at Earl's Court in London (the largest in the UK with approximately 40,000 visitors)

EDUCATION

- George Mason University. 1995 to 1998 - Fairfax, Virginia - B.A. with honors in Art Studio. GPA - 3.63. Golden Key and Alpha Chi National Honor Societies, Dean's List 5 semesters.
- University of Virginia. 1993 to 1994 - Charlottesville, Virginia - Psychology major.
- Elected to Phi Gamma Delta

PERSONAL

- Bilingual (English and Spanish)
- Traveled extensively and lived in Tokyo, Japan for three years
- Interest and talent in the fine arts (drawing, painting, graphic design, sculpture, music)
- Freelance web/graphic designer for years
- Fast and willing learner, always ready to learn new skills (especially in multimedia)

References and sample work are available upon request.