

Colleen Boisvert

interactive designer

<http://www.colleensdesigns.info/>

Experience

2009-Present : Safety Insurance: Boston, MA Visual/User Experience Designer

- Managing redesign of safetyinsurance.com. Including design of homepage and inner pages.
- Presentations to Vice President of Safety Insurance and managers of web development.
- Design and development content for the user's experience.
- Development and build of the new dynamic website.

2008-2009 : Play : Quincy, MA Graphic/Web User Experience Designer

- Web design, flash applications, flash advertising, storyboarding, print marketing collateral, and project management.
- Designing creative for the user's experience.
- Personas, benchmarking, information architecture, usability testing, SEO, wireframing, writing blog entries, working with clients and presentations.

2005-2008 : Massachusetts General Hospital : Boston, MA Interactive Designer

- Worked on 2-year project to redesign massgeneral.org. Worked with outside vendor on all phases of the project including discovery, design, development and launch.
- Storyboard interactive flash brand canvases.
- Working with various departments to plan, design and develop new web sites that adhere to MGH web standards as well as update existing sites within the MGH network.
- To interface and work with numerous physicians, directors and managers throughout the hospital in all stages of web site production.
- To learn the latest trends in web design, information architecture and evolving technologies.
- Developed numerous websites including large-scale projects.
- Developed brand and identity for software application including web interface, icons and logos.

2007-2009 : Technology Business Group: Franklin, MA Photoshop &HTML Instructor

- Teach Adobe's Photoshop CS3 & HTML in a group-based, classroom-delivery learning environment.
- Design course outline, content and tutorials.
- Be up-to-date with latest trends in design and development world.

2003-2005 : Westerly This Week : Westerly, RI Production Manager

- Managed all aspects of production process for weekly periodical, including design/layout of newspaper and all advertisements
- Responsible for all other company graphic design needs (such as brochures,
- T-shirts promotional materials, logos, etc.)
- Controlled traffic for advertisers and accounts
- Developed the brand and identity for innovative start-up local newspaper

2003-2005 : Museum of Fine Arts : Boston, MA
Web Designer/Public Relations

- Maintained internal website for Restaurant Associates
- Inter-departmental liaison regarding design of menus and promotional materials

2003 : Providence Phoenix : Providence, RI
Graphic Designer

- Responsible for all graphic design needs of publication

2003 : Daily Hampshire Gazette : Northampton, MA
Web Design Intern

- Created special accompanying websites for main company site
- Assisted with all aspects of web design, including news updates on website

2000-2002 : Westfield State College : Westfield, MA
Undergraduate Photographer Assistant

- Covered various events for institution as photographer
- Managed darkroom and developing/production of prints

Education

2008-2009: New England Institute of Art : Brookline, MA
Continuing education studies

- Advanced web design course covering: Flash, ActionScript, Flex, PHP, SQL Server, XML, database design.

1999-2003 : Westfield State College : Westfield, MA
Bachelor of Arts, Lambda Pi Eta, Wisdom and Merit Award, Deans List,
Communication Studies

- Minored in Graphic Design and Television Production
- Outstanding Senior in the Media Arts Award
- Produced college radio and television programming
- Studies including writing for the media, research and marketing
- Women of the Year Award for maintaining a GPA 3.0 or more and captain of
- The Women's Swimming and Diving Team

Skillset:

Adobe Suite CS4: Photoshop, Illustrator, Flash, Dreamweaver, Fireworks. Content Management Systems, Instruction, Quark XPress, Adobe InDesign, Image Ready, CSS, JQuery, JavaScript, ActionScript, HTML, XHTML, Microsoft Office Suite, Macintosh/Widows OS.

Certifications:

Adobe Flash Action Script 3 : Lodeston Digital, Adobe Flash Action Script Level 2: New Horizons, Flash 8 Level 2 - 3 : New Horizons, Presentation Skills : Strategic Training Solutions.

Contact

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