

Mike Wilson

Web & Graphic Design | User Experience | Social Media Consulting

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Professional Profile

**Specializes in creative, user-centered design and XHTML/CSS development.
Record of success in design, strategy, project management, and creative services.**

Highly creative and driven team player with over 13 years experience in producing compelling designs from initial concept through final product. Excel in building positive relationships with diverse clients and associates. Handle, prioritize, and follow-up on multiple projects concurrently. Original thinker with an excellent aesthetic, eye for detail, and ability to balance design sensibility with project requirements.

Areas of Expertise

- Web & Graphic Design
 - XHTML & CSS Development
 - User Experience
 - Web Standards & Usability
 - Information Architecture
 - Application Interface Design
 - Search Engine Optimization
 - Blogs & CMS
 - Social Media Consulting
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Software Proficiencies

- Adobe Photoshop
 - Adobe Illustrator
 - Adobe Dreamweaver
 - Adobe Acrobat
 - Adobe Lightroom
 - Adobe InDesign
 - Wordpress
 - ExpressionEngine
 - Microsoft Windows & Office
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Professional Experience

Freelance, Iron Station, NC

February 2008 - Present
July 2001 - May 2002

Freelance Creative Services Consultant – <http://wootadoo.com>

Lead and manage multiple, concurrent Website, design, and marketing projects for diverse regional and national clients. Work closely with small business owners and marketing executives to strategize, execute, and implement creative, effective Internet, design, and marketing solutions.

Balances creativity with awareness of business needs, delivering high-impact projects on time and within budget while meeting corporate goals.

- Developed and maintained long-term client relationships.
- Managed multiple Web and design projects from initial consultation through successful launch.

- Conducted search engine optimization (SEO) and search engine marketing (SEM) efforts for clients, including traffic analysis and reporting.
- Develop RFP responses, proposals, and cost estimates
- Contracted and managed outsource developers and designers
- Managed and trained junior developers and interns.

IQMax, Charlotte, NC

May 2002 - February 2008

Creative Director

Work in conjunction with CEO and department heads to conceptualize and produce highly effective designs to promote brand awareness and company image. In charge of designing, building, and maintaining Web sites and application user interfaces. Manage all Web site content including press releases, blog posts, videos, and podcasts. Administer all traditional and new media marketing and promotional activities. Handle all technical Web site operations and issues, including database backup and maintenance, Web site traffic report generation/review, and software installation/upgrades.

Initially recruited as short term junior JavaScript developer but evolved position to encompass much more, including application GUI design, graphic design, web site development, marketing, presentation development, and administrative responsibilities.

- Transformed small startup company into nationally recognized brand in the mobile healthcare applications market.
- Created branding, advertising, and marketing materials for multiple enterprise healthcare applications where none previously existed.
- Managed and produced trade event promotional materials including photography, video, Flash presentations, signs and banners, marketing materials, and application demos.
- Played key role in **bringing a more creative edge** to designs for what had formerly been a very conservative organization.
- Increased Website traffic 400% by formulating company's first major marketing plan, which included researching Internet marketing strategies and tools.
- Developed and implemented Web standards and user-focused design and development guidelines, managed usability testing, and planned and managed the implementation and customization of a Web-based content management system (CMS).

Xion Media, Charlotte, NC

February 2000 – July 2001

Director of Internet Operations

Rapidly grew start-up into a successful online business by implementing a detailed roadmap for success that immediately grew website content and traffic and integrated editorial, technical, and marketing assets into a credible and valuable property.

Established production flows and processes for all creative teams to ensure that projects were delivered on schedule and under budget. Found outsourced providers and negotiated contracts for design and development services.

- Launched 'CharlotteHomeRepair.com', a unique and highly successful feature where visitors could research, contact, and review local home improvement service and repair providers.
- Negotiated and secured content syndication relationships with major partners such as Home Depot, MSNBC, Yahoo, and HGTV, resulting in rapidly growing traffic to the company's core online web property.
- Spearheaded the company's entry into web development enabling the company to offer integrated marketing solutions. Initially contracted with external developers before bringing development in-house to reduce costs.
- Consistently updated processes and technology – initially played key role in the implementation of the company's first computer network and subsequently updated systems and software to keep the company on leading edge.

Digicom Design, Charlotte, NC

July 1997 – December 1999

Web & Graphic Designer

Recruited to lead the design and development of client Websites and to manage the organization's Websites and Web hosting needs, with accountability for traffic reporting, Website hosting support, Website maintenance, and troubleshooting.

Managed in-house creative for corporate publications. Led teams of up to 4 freelancers, designers, production staff, photographers and illustrators. Delivered work to tight deadlines in fast-paced ever-changing environment.

- Planning, design, and implementation of complete web sites for diverse clientele.
- Redesigned company's corporate Website and intranet.
- Oversaw up to 5 concurrent Website development projects.
- **Managed highest-billing projects in department** – achieved success by delivering high quality work on time and within budget.