

IMELDA LOEI

EXPERIENCE

Freelance Designer & Developer

05/2010 - present

Provide art direction, graphic design, interactive design, motion design and web & flash development services to clients in various industries.

UX Designer & Developer, Effective Design Studio

08/2008 - 04/2010

Provided website and interactive media deployment strategies and deliverables. Responsibilities include defining project specifications, website design and front-end development, user experience and interface design and development, wireframe design, animation authoring, website optimization to meet search engine criteria, CMS structure and interface design, collaborating with and managing back-end developers.

Lead Website Designer, Cornish College of the Arts

01/2007 - 07/2008

Led the web team in strategizing and executing web projects in addition to acting as web team liaison between the Communications Office and all college departments. Responsibilities included writing creative briefs, art direction for web projects to ensure brand continuity, e-communication design, development and management, website user experience and interface design utilizing the most current applicable web technologies, writing cross-browser accessibility-compliant code and front-end code integration to work seamlessly with various databases.

Website Designer, Cornish College of the Arts

04/2005 - 12/2006

Provided website and interactive media design for continuity of recruitment campaigns. Responsibilities included website design, dynamic content styling, html design, development and management, animation design and authoring, online advertisement design.

Graphic Designer, Cornish College of the Arts

09/2001 - 03/2005

Designed print collateral and provided art direction for the college's website. Responsibilities included print design for recruitment campaign collateral, event posters, direct mails, exhibition catalogs, student handbooks, project management and production management as well as website design.

SELECT CLIENTS & PROJECTS

Amazon.com

Print design; UX design; Display ad design; HTML e-mail template design and programming.

Lockerz

E-blast design and programming.

Microsoft

Conference collateral design (web banner, printed invitation, e-mail invitation, event guide, badges and signage); Conference video production. Conferences include: US CIO Summit; Microsoft Learning at WPC; CSS Summit.

msnbc.com

Ad experiences innovation across MSNBC digital properties across websites and devices by providing ad product design and front-end development.

ONLINE PORTFOLIO

www.imeldaloei.com

SKILLS

Software Proficiency

Adobe CS5 (Photoshop, Illustrator, InDesign, Flash, Dreamweaver, After Effects, Flex Builder), Microsoft Office Suite.

Web

Programming languages: HTML, CSS, Javascript (jQuery), Actionscript 2 and 3, Wordpress, SEO best practices expertise and working knowledge of PHP and MySQL.

Print

Pre-press and print production management.

Languages

English and Indonesian.

EDUCATION

BFA in Graphic Design (Cum Laude)

Cornish College of the Arts, Seattle, WA (2001)

UW Extension Online Courses

Intro to Web Publishing, Client Side Scripting & Design (2004 - 2005)

AWARD

9th Annual AIGA Trapeze Award (2001)

REFERENCES

Available upon request.