

Karen Caldwell

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PROFESSIONAL EXPERIENCE

FREELANCE WEB DESIGNER

~ *KLCgraphix & Web Development*

Cary, NC

04.2004 - Present

- Created turnkey solutions for small businesses through various mediums: Logo design, Print Collateral, Web Design and Flash Presentations.
- Implemented and maintain web presence while establishing excellent SEO results.
- Services provided: web design, graphic/logo designs, print collateral, multi-media flash elements, PHP/MYSQL applications and SEO.

WEB DESIGNER

~ *Geomagic*

Morrisville, NC

10.2010 - 10.2011

- Designed wireframes and rapid prototype for final productivity of the CMS implementation.
- Managed cost and time of internal and external project team members to provide a successful and on-time website launch.
- Created graphics designs, UI Standards and training for further content editing of the website.

USER EXPERIENCE DESIGNER

~ *Railinc Corp.*

Cary, NC

05.2010 - 10.2010

- Research and analyzed customers and employees interviews to identify each application requirements and needs.
- Created user experience for various process applications in the railroad tracking industry based on personas.
- Created and implemented all design graphics and user interface for applications.

WEB DESIGNER / STRATEGIST

~ *Windstream/NuVox*

Greenville, SC

09.2006 - 04.2010

- Strategically aligned all corporate websites focusing on the user-design process from initial conception to completed implementation.
- Convert business processes into web application for Wholesale and Dealer Website Ordering/Sales Tracking.
- Created micro flash components for customers and sales department to educate/market the company's products and services.
- Search engine optimization management and analysis that increased the company's sales by 170%.
- Utilized Web 2.0 Social Media strategy tactics to increase company visibility by 33% more than the average B2B.

ADJUNCT WEB INSTRUCTOR

~ *Blue Ridge Comm. College*

Flat Rock, NC

08.2005 - 12.2006

- Instructed students the basics of web design: HTML, CSS, JavaScript languages for basic web development.
- Provided one-on-one mentoring with each student's individual websites.

PRE-WEB DESIGNING EXPERIENCE

Small Business Inventor/Entrepreneur

2000-2005

- E-Commerce Online website and retail quilting business.
- Design, production and marketing sale of my own personal quilting invention.

RECENT CERTIFICATIONS

Note: All recent certification courses were taken online at www.lynda.com.

<http://www.lynda.com/AllCertificates/User/768918>

- Adobe Edge First Look
- CSS for Developers
- JavaScript Essentials 2011
- Foundations of Programming
- Web Fonts

EDUCATION

Wake Tech Comm. College, Raleigh, NC Jan 2012

- Completing Course Work towards Project Management Professional Certification (PMP)

Blue Ridge Comm. College, Flat Rock, NC May 2005

- Internet Technologies
- Web Development

Lawrence Tech. Univ., Southfield, MI

- Mechanical Engineer

AWARDS

Public Relations Society of America (PRSA) of SC

- Silver Wing Award of Excellence: 2007–2009
- Award of Merit: 2007 & 2008

International Assoc. of Business Communicators (IABC) of SC

- Award of Excellence: 2009
- Award of Merit: 2008 & 2009

Phi Beta Lambda National Leadership

- 2005 1st Place Website Design

World of Webmaster (WOW) Award

- 2005 Golden Globe Award

SKILLSET

Designing

Adobe CS4-5

Photoshop

Illustrator

DreamWeaver

Fireworks

Wireframe

Rapid Prototype

Flash

Developing

HTML, XHTML, HTML 5

CSS 1, 2, 3

JavaScript

jQuery

AJAX

PHP 5

MySQL

XML

Coldfusion

ASP

Novice

Average

Expert