

FREDRICK ROYSTER

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Summary

Highly creative and accomplished web design professional with extensive experience in finance, higher education, e-commerce, news/media and non-for-profit sectors. Proven capabilities in web design, visual design, online advertising, HTML, CSS, brand management, as well as strategic planning. Collaborates with multiple parties throughout the design process to ensure the best design and develop solutions that satisfy the clients' needs.

Technical Skills

Platforms: Mac and PC

Software: Adobe Photoshop, Illustrator, Dreamweaver, WordPress, Blackbaud NetCommunity, Microsoft Word, Outlook, Active Campaign (email marketing software)

Web: HTML, CSS

Training: Section 508/ADA (Americans with Disabilities Act) website standards

Key Accomplishments

Web Design:

- Created wireframes based on functional requirement briefs and information architecture maps
- Conceptualized new web site designs and high fidelity mockups.
- Developed web sites using the Adobe Creative Suite along with hand coded HTML and CSS
- Tested websites across platforms and browsers.
- Maintained internal and corporate websites

Online Advertisement:

- Designed banner and display ads for online merchandise

Training and Art Direction:

- Trained coworkers in basic HTML coding, and WordPress
- Directed coworkers on banner ads and batch image processing
- Developed visual style guides for web production contractors

Experience

Part-time Caregiver

January 2015-June 2016

Part-time caregiver during a family member's illness

tradeMONSTER/OptionsHouse, Chicago, Illinois

May 2014-January 2015

Contract Web Designer

- Managed brand consistency throughout all external sites
- Created affiliate banners, website, display advertising and landing pages
- Create images for social media campaigns

- Created and maintained creative library for all materials, internal and external
- Consulted on new website launch; providing key input on brand image, design flow
- WordPress production assistance in building the new optionshouse.com website

Illinois College of Optometry, Chicago, Illinois

Web Design and Front End Developer

2013

- Led visual redesign of the college's main edu site: <http://www.ico.edu> including initial concepts, wireframes and high fidelity Photoshop mockups.
- Conducted student interviews and usability studies to enhance website features.
- Provided ongoing maintenance of the colleges blog using WordPress <http://blog.ico.edu/>
- Provided ongoing maintenance using Blackbaud NetCommunity to maintain the college's student portal/intranet
- Collaborated with print and multimedia designers, along with the web content manager to maintain and create new website content
- Led search for new cloud hosting environment for all Illinois College of Optometry website properties

Follett Higher Education Group, Oak Brook, Illinois

Internet Designer

2006-2013

- Coordinated information architecture, design, front-end development and ongoing maintenance for efollett.com and efollet affiliated websites
- Maintained branding, design and coding standards among efollet online properties
- Led design and graphic production of online advertisements and seasonal promotions
- Oversaw production of wireframes and mock-ups for business and functional requirement documents
- Completed PowerPoint slide development and presentation for new UI changes
- Coordinated development of HTML/CSS/Section 508 best practices for efollett.com
- Led HTML and CSS training for efollett web specialists
- Provided art direction on web site branding and iconography with outside clients and vendors
- Managed and provided direction to online product coordinators for image production projects
- Collaborated with teams/departments, including web specialists, online product coordinators, training, integrated marketing, digital products, computer products, project management, IT Development Management, as well as IT Development
- Collaborated with UI/UX experts on the visual design of e-commerce and shopping cart functions.
- Observed User Interface testing and interviews. Designed Photoshop mockups based on high fidelity wireframe prototypes

Tribune Media Services, Chicago, Illinois

Junior Designer, Web Specialist

2004-2005

- Held responsibility for web design, CSS and HTML development and ongoing maintenance for Tribune Media Services websites
- Led design and graphic production of online advertisements and seasonal promotions
- Coordinated t-shirt and print design for Tribune-owned syndicated properties

Education

University of Illinois, Urbana-Champaign, Illinois

B.F.A. Graphic Design, 1999