

VITA PAPERNOV

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PORTFOLIO: <http://www.vitagraphic.com>

NEW MEDIA DESIGNER / DEVELOPER

TECHNICAL EXPERTISE

Interactivity:

Hand-Coding: XHTML, CSS, Action Script, JavaScript (+ jQuery), AJAX, RSS, XML.
Apps: Dreamweaver, Fireworks, Flash, FTP apps, PowerPoint, other WYSIWIG apps.

Graphics: PhotoShop, Illustrator, InDesign, QuarkXpress, Acrobat Pro.

Digital Video, Special Effects & Sound: AfterEffects, Acid Pro, Final Cut Pro, Premiere, QuickTime Pro, SoundEdit, SoundForge, Media Cleaner, Sorenson Squeeze.

Video: AfterEffects, Final Cut Pro, Flash Video Encoder, Media Cleaner, Premiere.

3D: Maya, 3D Studio Max, Poser, Bryce, Strata, Swift 3D.

Platforms: PC / Macintosh.

EXPERIENCE

Freelance
New York, NY 10040

Dec '09 – Present

Art Direction & Strategy Consultant

Provide art direction, design, identity, and development strategy services for graphic media startups.

- Tools: PhotoShop, Illustrator, CSS, JavaScript, XHTML.

KickApps Corp.
29 W. 38th Street, New York, NY 10023

May '07 – Dec. '09

Sr. Web Designer / Developer

Designed and implemented customizations of KickApps' social media platform and apps for priority clients. Provided client strategy consulting, art direction, project-planning services, wireframes and on-demand graphics. Participated in establishment of design guidelines. Designed first Statement of Work document for Creative Services Department. Provided design and usability feedback and feature requests to Product Team. Participated in interview and assessment process of candidates.

- Clients included: America's Next Top Model, AVP Volleyball Nation, CBS Corp., COX Enterprises, CW Network, Guinness World Records, Madison Square Garden, Martha Stewart Living Omnimedia, Inc., New Orleans Hornets, ProSieben, SAAVN, Rachael Ray, Turner Sports and Entertainment.
- Tools: CSS, JavaScript, XHTML, PhotoShop, Illustrator, RSS, KA App Studio.

America Online, Inc.
75 Rockefeller Plaza, New York, NY 10019

Nov. '06 – Feb. '07 (Contract)

Visual Designer / Consultant

Designed UI and skinning features for AOL Local including AOL StreetLevel Hub and CityGuide photo galleries. Designed branding and ad solutions for AOL affiliates and clients including AOL Local Maps, NicheMedia, Broadway and Disney. Adhered to AOL style guides.

- Tools: PhotoShop, Illustrator, CSS, XHTML.

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EXPERIENCE CON'T

Premier Technical Services, Inc.
1387 Fairport Rd., Bldg. 1050, Fairport, NY 14450

Jan. '06 – Sept. '06

Multimedia Designer / Developer

Designed and co-developed e-learning courseware and interactive applications for Premier clients. Services included UI design, interactivity, animation, and on-demand graphics. Participated in establishment of branding and product design guidelines.

Projects included:

- Course Builder application design and development for fully dynamic assembly of interactive CBTs for Safe Passage International, Inc.
- Development of interactive CBTs and lab applications for VIS, VDS, and ICAO security systems Operator Training.
- Graphic content design for Getinge, Inc. CBTs for Operator and Service Training.
- Tools: Flash, ActionScript, CSS, PhotoShop, InDesign, Flash Video Encoder, XML.

Aviation Shops / Global Learning Solutions, Inc.
150 Lucius Gordon Dr., Suite 204, West Henrietta, NY 14586

Jun. '04 – Oct. '05

Designer / Developer

- Responsible for Flash design and development of online training product, including UI and interactivity design and development of all courseware templates and modules.
- Designed and developed company website for Global Learning Solutions, Inc.
- Responsible for direct mail campaigns, animations, promos, illustrations, and other on-demand graphics
- Tools: Flash (+Action Script), XML, HTML, CSS, JavaScript, Dreamweaver, PhotoShop, ImageReady, Illustrator.

Whole Latte Love, Inc. 596 Fishers Station Dr, Victor, NY 14564

Feb. '04 – May '04

Web Designer

- Responsible for complete redesign of Aabree Coffee Co. e-commerce site UI, pages and features. Following relaunch, Aabree's [Espresso Top 50](#) rank rose from 19th to 4th place in 2005.
- Created promotional emails and on-demand graphics.
- Reengineered Whole Latte Love's instructional videos'.
- Tools: PhotoShop, Illustrator, Flash, Dreamweaver; Premiere, AfterEffects.

Freelance, Rochester, NY

Aug. '01 – Feb. '04

Web & Graphics Designer

Project Examples:

- "Self-Learning.net": corporate identity and website design for Self-Learning Strategies, Inc, Rochester, NY (June.04–Feb.05).
- "Hockenberry: Image and Word": art gallery website design and development for Benjamin L. Hockenberry, Henrietta, NY (Nov.03–Feb.05).
- Site and corporate identity design strategy consulting for Focus-on-You, Inc, Baltimore, MD (May.03–April.04).
- Backbonesecurity.com: corporate website design and development for Backbone Security, Inc., Philadelphia, PA Backbonesecurity.com (Mar–May.01).
- Tools: PhotoShop, ImageReady, HTML, JavaScript, CSS, Dreamweaver, Fireworks.

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AWARDS

- ***Coolest Designs: Award of Excellence*** (Apr.13.06)
- ***Webmaster Awards: Webmaster Award*** for Vitagraphic (Jan.10.05)
- ***Pages.Think:*** Vitagraphic **Showcased** (Dec.25.04)
- ***OOPS E.Zine: Site Feature*** for Vitagraphic (Dec.19.04)
- ***PixelMakers: Site Award*** for Vitagraphic (Dec.11.04)
- ***Lounge 72:*** Vitagraphic **Featured** (Nov.27.04)
- ***Net Inspiration:*** Vitagraphic **Featured** (Nov.23.04)
- ***Artsy Awards: Gold Award*** for Vitagraphic Flash Portfolio (Nov.13.04)
- ***NewWebPick Forum: Site Feature*** for Vitagraphic (Nov.11.04)

HONORS

- Institution Scholarship (Rochester Institute of Technology, Rochester, NY, Sept.00-May.02)
- Phi Beta Kappa National Honor Society (since April.98)
- Golden Key National Honor Society (since April.98)
- Phi Alpha Theta International History Honor Society (since Dec.98)
- C. Glenn Cambor Fellowship (University of Houston, Houston, TX, April.00 – Declined).
- Erhardt Literary Fellowship (University of Houston, Houston, TX, April.00 – Declined).

EDUCATION

Rochester Institute of Technology, Rochester, NY (May '03)

M.F.A., Computer Graphics Design

- Institutional Scholarship

University of Rochester, Rochester, NY (May '99)

B.A., Studio Art; B.A., History; Minor: Creative Writing

- Magna Cum Laude, Highest Distinction (both majors)
- Take-Five Scholarship

PORTFOLIO

<http://www.vitagraphic.com>