

john hawkins gordon

web/graphic designer

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professional experience

JOHNHAWKINSGORDON.COM

Proprietor/Designer

New York City
January 2001 - present

- **Conceive, design, build and maintain elegant and economical Web sites** for a wide variety of clients ranging from artists, actors and other creative people to small businesses and non-profit organizations.
- **Develop effective branding** through close collaboration with clients, including logo design and collateral materials.
- **Design printed material** including posters, flyers, business cards, stationery and headshots.
- **Write content** for Web sites and marketing materials according to clients' needs.
- **Manage all aspects of small business** including acquiring new accounts, client relations, outsourcing, invoicing, scheduling, etc.

HuskyLabs, Inc.

Web designer/Project manager

Shepherdstown, WV
December 1996 – January 2001

- **Created pioneering Web sites** for such companies as Coca-Cola, The Baltimore Sun, John Wiley & Sons Publishing, The Rouse Company, The National Endowment for the Arts, The National Aquarium in Baltimore, and National Public Radio.
- **Managed corporate Web site and intranet** for business-to-business exchange for the financial services industry. Created and implemented Web pages, graphics and Web content. Was responsible for quality control implementation and versioning.
- **Concepted, developed and executed marketing, sales and internal presentations** for distribution on CD-ROM and Internet. Hired and directed contract videographers and editors.
- **Wrote creative and business materials** for all aspects of marketing communications programs, including print, online and multimedia.
- **Acted as corporate branding liaison between divisions** to ensure consistent, effective communications that supported overall marketing objectives.

skills/software

- Expert in HTML, Dreamweaver, Fireworks, Photoshop, Illustrator, PowerPoint
- Working knowledge of JavaScript, Flash, PHP
- Strong writing and editing skills
- Project management
- Equal proficiency on both PC and Mac platforms

education

Florida State University

- Undergraduate studies in art, film and English

Tallahassee, FL
1990 - 1994

other creative experience

- Photographer
- Deejay
- Non-linear video editing
- Music supervision and licensing for film, video and Internet