

Fredd Gorham

fuad1138@gmail.com

<http://www.freddgorham.com/portfolio>

Overview

Motivated by the drive to create and work on unique, challenging projects, Fredd is looking to work for a progressive company that embraces creativity and functionality in all of its projects.

EXPERIENCE:

15 years - UI/UX development

15 years - Audio/Video development

15 years - Instructional eLearning Design/Development

20 years - Web design and development

25 years - Graphic design

25+ years – Illustration

Instructor - Web Design/ UI/UX Design - Creative Center January 2021- May 2021

- Creating lesson plans and projects for weekly class assignments.
- Teaching students important real world lessons in web design.
- Teaching HTML5, CSS, Javascript, JQuery, and HTML/CSS frameworks like Bootstrap.
- Working hand in hand with students to familiarize them with Wordpress and Drupal.
- Creating skill building opportunities to bolster student's abilities.

UI Designer/Web Developer/Graphic Designer - Steel Angel Studios - January 2020 - Present

- Created graphics for display ads, social ads and presentations
- Uses Agile for project management
- Created infographics for Marketing presentations
- Created videos for social platforms
- Oversaw UI/UX development projects for clients
- Created wireframes and storyboards based on research of target audience.
- Integrated usability testing in all legacy UI.
- Created multiple high fidelity design mock-ups to replicate proposed interface or product design.
- Used HTML5/CSS3, PHP and Bootstrap to build websites.

UX Developer/Social Media Specialist – Nebraska Furniture Mart - January 2019 – January 2020

- Responsible for planning, implementing and monitoring the company's social media strategy
- Created, managed and oversaw social media content
- Uses Agile for project management
- Collaborated with Marketing and Sales to create social content
- Monitored SEO, user engagement and suggest content optimization
- Created graphics for display ads, social ads and presentations
- Created infographics for Marketing presentations
- Created videos for social platforms
- Oversaw UI/UX development projects for clients
- Created wireframes and storyboards based on research of target audience.
- Integrated usability testing in all legacy UI.
- Created multiple high fidelity design mock-ups to replicate proposed interface or product design.
- Used HTML5/CSS3 and Bootstrap to build websites within Adobe Campaign.

Design/UI/UX Specialist – BH Media - May 2017 – August 2018

- Built websites and apps for Omaha.Com
- Created www.omahadines.com for Omaha.com
- Created www.omaha.com/whoweare for Omaha.com
- Built tech requirement docs for applications and websites
- Uses Agile for project management
- Created concept art for apps and websites
- Uses Agile for project management
- Built and edited instructional videos for promotional events

Front End Developer/UX Developer – Senior Market Sales - June 2015 – May 2017

- Created email campaigns using SilverPop
- Project managed and built major insurance company websites
- Built tech requirement docs for applications and websites
- Managed application developers on critical projects

Application Developer (contractor) - FDR, Inc. - June 2014 – February 2015

- Created application design documents for developers
- Uses Agile for project management
- Built in-house training modules for overseas contractors
- Created applications using Pega 6
- Managed application developers on critical projects

Web Developer/Sr. eLearning Developer - HDR, Inc. - Nov 2004 - April 2014

- Helped introduce elearning to HDR
- Designed branding for client websites
- Uses Agile for project management
- Created design and prototypes for presentations
- Developed online training sites for the Department of Homeland Security
- Created special online agent training for the Department of Defense
- Introduced video podcasts to HDR
- Created over 150+ company websites and online training

Web Developer - A.I. Software Solutions/Strike Friday - April 2003 - Oct 2004

- Increased viewership of client websites and banner adds by 53%
- Uses Agile for project management
- Created design concepts for websites and presentations
- Developed branding for key clients
- Built cutting edge interfaces for online financial software

Webmaster - Election Systems & Software - Jan 2001 - Mar 2003

- Designed and developed online voting demos for MSNBC.Com and CNN.Com
- Designed and built the kiosk system for the Peter Kiewit Institute
- Uses Agile for project management
- Built and maintained 75+ client and company websites
- Designed marketing materials for the iVotronic and AVA
- Prototyped, designed and branded touchscreen interfaces for clients
- Continued doing contract work after leaving.

Web Developer/Designer - World Media Co. / Accutech Solutions - Dec 1998 - Jan 2001

- Redesigned the look and feel of Omaha.Com which led to viewship increase of 67%
- Designed and built 130+ client websites/presentations
- Created and designed marketing and branding materials for clients

- Managed designers involved with concepting Omaha.Com sections

Web Admin/Interactive Graphic Developer - Sacco Group - Apr 1997 - Dec 1998

- Won 1998 AIGA and ADDY awards for online graphic design of client websites
- Won 1998 ADDY Region 9 Citation for Excellence for graphic design of websites
- Designing and programming multimedia presentations for Cox Cable, and Conagra Foods
- Storyboarding client television spots
- Managed other artists in web development design and concepts

Web Developer/Media Designer - Synergy Communications Aug 1995 - Apr 1997

- Designed and built 60+ client websites
- Created branding for clients
- Produced marketing materials for Synergy Communications
- Created online marketing materials for Nebraska Furniture Mart

Skills:

Graphics

Adobe Creative Suite, Sketchbook Pro

Web Development

HTML5, Bootstrap, CSS, SASS, Javascript, AngularJS, ReactJS, NodeJS, Typescript, jQuery, PHP, Textpattern, SharePoint Designer

Mobile Development

Adobe XD, jQuery Mobile, PhoneGap, Tumoult Hype 4

eLearning

Captivate, Camtasia, PowerPoint, Articulate Storyline, Zebra Apps

MultiMedia

Adobe Animate, Adobe Premiere, Final Cut Pro, Adobe After Effects, Camtasia, Soundbooth, WavePad, Audition, Audacity

3D Modeling

3D Studio Max, Maya, Google SketchUp, Blender, Daz Studio, Bryce

Databases

MySQL, SQL

ACHIEVEMENTS / AWARDS:

- * Won 1998 AIGA award for Graphic Design (web site)
- * Won 1998 Gold ADDY for Graphic Design (Web Design)
- * Won 1998 Region 9 ADDY Citation Of Excellence
- * Won 1999 Silver ADDY for banner ad design
- * Built & Designed voting demos for MSNBC.Com
- * Built faculty kiosk system for University Of Nebraska's College of Information Science & Technology
- * Lecturer on-campus at UNO, ISU and DMACC

EDUCATION:

BFA - Graphic Design, Iowa State University
 Certified eLearning Instructional Designer - ASTD
 Certified Articulate Storyline Development - Aim Institute
 jQuery/jQuery Mobile Certification - Easel Solutions/Aim Institute
 SilverPop certification - IBM

REFERENCES:

Dr. Ralph Lassiter (Supervisor, HDR) – 402-350-4800

Rick Thornton (VP of News, Omaha World Herald) – (804) 239-7000

Jason Grotelueschen (Project Manager, Amazon) – (206) 276-9570