

## **Fredd Gorham**

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<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](http://www.omahadines.com) for Omaha.com
- Created [www.omaha.com/whoweare](http://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 conceiving 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