

Elise Del Vecchio
elise@driventodesign.com
702.506.8852

SUMMARY

Dynamic, resourceful, user-focused designer with expertise in the creation and delivery of digital products. Strong skills in concept development, information architecture, project management and execution. Passionate, innovative, focused; provides the user with an exceptional online experience while adhering to the client's business goals.

CEO, Designer & Developer/DRIVEN TO DESIGN 2018-present
Business strategy & sales; website design, development and solution consulting; graphic design. Clients include TriMurphy Health, Friends of Community Media, eMailman, Harder They Fall.

Senior Interactive Designer/SOSLAND PUBLISHING COMPANY 2011-2018
Designed and developed visually appealing, responsive websites, newsletters, landing pages, and other digital deliverables providing an excellent user experience. Worked with stakeholders to deliver concepts from wireframes to production. Collaborated with back-end developers and off-site vendors to create new products and resolve technical issues. Final product QA.

- * Produced over 40 HTML email newsletter templates generated through Sitecore (dot net) CMS, reaching an email reader base of over 500,000. Expert in Outlook email delivery.
- * Designed and built custom digital packages (website + email) using a variety of technologies including WordPress, JSON, jQuery.
- * Designed and developed large format kiosk display for conventions.
- * Trained staff on Sitecore and ePublishing platforms.

Web Developer /KANSAS CITY PUBLIC LIBRARY 2007–2010
Coordinated, developed and maintained the front end of a national-award-winning library's website. Developed web strategies regarding customer information access and event promotion. Created, produced, and maintained specialized media such as online video and audio for events and tutorials, and photography archives. Assisted with design, production, and deployment of innovative electronic media projects. Promoted Library through social media outlets. Trained staff on Drupal and MailChimp. Provided high-quality photography services for events and coordinated photography displays.

CEO, Designer & Developer /DRIVEN TO DESIGN 2000-2011
Created brand identities, designing for consistent look across deliverables such as websites, brochures, posters, business cards, splash screens, electronic press kit.

Intern /NICHOLS & CO. PHOTOGRAPHY 2011
Edited and retouched wedding proofs, completed print orders, shoot setup and breakdown, customer service, and kept all studio gear organized.

Contract Designer /PALADIN STAFFING 2007
Created sample layouts for redesign of JCPenney.net.

Contract Designer /ROBERT HALF TECHNOLOGY 2006
Created HTML emails for National Career Fairs.

UI Designer /PLUMTREE SOFTWARE 2000–2001
Customized Plumtree corporate portal software for demos to potential clients. Instrumental team member in landing accounts with Starbucks, US Navy, Boeing, Cadbury.

HTML Coder /HOT STUDIO 2000
Coded content into Dreamweaver templates on Charles Schwab account.

Web Consultant /LIBRARY WAYFINDING CONSULTANTS 2000
Consulted on and coded graphic design firm's first website. Built demo website for Xavier University.

Intern /BRIDGE INTEGRATED COMMUNICATIONS 1999–2000
Designed and built Flash animations; served as Flash resource for team members. Produced graphics for websites and interactive CDs. Designed and coded one section of Bridge's Holiday Website.

Education

Academy of Art University, San Francisco, California, 2004.
Bachelor of Fine Arts, Computer Arts Department, emphasis in New Media.

Skills and Software

HTML5, CSS3, jQuery, Javascript, PHP, cPanel
Photoshop, Illustrator, Invision, etc.
Various audio production applications
Sitecore templates
WordPress, ePublishing, Drupal, Magento

Volunteering

Technical support for KKFI 90.1fm's weekly show, The Boogie Bridge, 2020.
Web Director and Board member for The Freelance Exchange of Kansas City, 2018.