



## Education

Center for Digital Imaging Arts at Boston University, Waltham, MA  
Certificate in Graphic and Interactive Design

The Pennsylvania State University, University Park, PA  
Master of Arts in Speech Communications

Boston College, Chestnut Hill, MA  
Bachelor of Arts in Studio Art and Speech Communications

## Skills

Experienced in project management of large and small projects, long history of customer-focused positions, strong interpersonal skills, adept in planning and problem solving, proficient in written and oral communication techniques, comfortable working alone or as part of a team, well-versed in the development and delivery of business and training presentations.

### Graphic Design Skills ~

Adobe Creative Suite 2 (Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Acrobat Professional), hand-coding in XHTML, CSS.  
Familiar with JavaScript, PHP, QuarkXPress, Final Cut Pro

### Computer Skills ~

Mac OSX, Windows XP/Me/2000, Linux, Microsoft Office Suite, FTP

## Graphic and Web Design Experience

### Anna's Breeze ~ [www.annasbreeze.com](http://www.annasbreeze.com) ~ 2007

Web Site Redesign of a web site marketing a caribbean rental property. Transformed the Flash-only web site into XHTML, Flash and PHP. Created an entirely new look and feel with a fresh bright, caribbean color palette, new page layout and inviting images.

### The Trauma Center ~ [www.traumacenter.org](http://www.traumacenter.org) ~ 2007

Web Site Redesign of a 78-page site for a non-profit organization specializing in the treatment of traumatic stress. Acted as project manager/designer of three-person team. Improved navigation structure and created a color palette and page layout that presented a more professional image.

### Joan Ross Photography ~ [www.joanross.com](http://www.joanross.com) ~ 2007

Web Site Redesign of photographer's web site to present a clean, professional commercial image.

### National Heritage Endangered Species Foundation ~ 2006

DVD Case Wrap and Face Art for educational video on the plight of endangered turtles in Massachusetts.

### Eureka Film Productions ~ 2006

Business Cards and Letterhead for an independent filmmaker.

### Celerra Technical Support ~ 2003

Web Site Design and Development for internal company web site. Consolidated and organized information from multiple web sites and designed a simple and clear navigation structure for rapid information retrieval.

### Carol Friefeld (Individual) ~ 2002

Digital Image Editing for tee-shirts, posters and invitations.

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*Highly motivated, well educated career changer with many years of customer focused experience and project management expertise, eager to put creative talents and versatile skill set to work in an individual or team setting.*



## Previous Experience

### **Senior Product Engineer**

EMC Corporation, Inc. 1999 - 2006

### **Senior Quality Assurance Engineer**

Banyan Systems, Inc. 1997 - 1999

### **Senior Project Manager**

Open Development Corporation 1996 - 1997

### **Strategic Project Manager**

SystemSoft Corporation 1995

### **New Product Project Manager**

Banyan Systems, Inc. 1989 - 1995

### **Technical Support Engineer**

Symantec Corporation 1987 - 1989

## Achievements

~ Designed, developed and maintained an internal web site used by more than 4000 customer support employees. The web site reduced call resolution times by allowing corporate and field personnel to rapidly find troubleshooting information and served as the central information resource for the product line.

~ Initiated, designed and conducted product usability tests to determine the ease of installation and use of the company's first customer-installable network-attached storage product. The usability test findings resulted in a re-examination of the product's viability and action taken to prevent revenue loss.

~ Volunteered to lead an interdepartmental team in developing "best practices" for the Service Readiness organization. These practices were documented and used to standardize business operations and techniques across all Service Readiness departments to ensure a consistent level of employee productivity and product serviceability.

~ Created and implemented a product upgrade process to ensure maximum efficiency, accuracy and uptime during the upgrade of customers' prepaid cellular phone systems. The process was adopted company-wide due to its recognized success.

## Professional Organizations

AIGA - American Institute of Graphic Arts,  
Boston Chapter