

Kathy Geary



WEB DESIGNER

Qualifications

This is a seasoned professional with experience in User Interface design of web products and applications - design, construction and deployment of promotional and e-commerce websites, either producing new creative or adapting existing content. She has the ability to quickly learn and master new software and technologies. Kathy is currently working in FLASH action script 3, learning best practices for SEO optimization and JOOMLA implementation and upgrades.

Kathy has six years experience as a Senior Software Engineer with CT Corporation, a leading Legal Services company in Manhattan. She learned best practices in a software development environment with a CMMI Level 2 rating. She has worked with consultants from Digitas and Accenture and with offshore resources from TCS and TATA companies in India. Prior to that, she successfully launched Geary Media Services in New York City, providing services in music production, audio engineering and promotional materials. Her first work experience in NYC was with HBO, where she worked for seven years and gained management experience in Marketing Operations.

Web Portfolio

CMS sites

- <http://www.popaganda.com> "Popaganda, The Art of Ron English" (b2evolution)
- <http://www.ariaready.net/index.php> "Kirkpatrick Productions - Opera" (Joomla)
- <http://www.greatrateny.com> "Maasbach Partners" NYC Real Estate - (new skin)

FLASH and HTML hybrid sites

- <http://www.iammonad.com> "Spiritual Growth"
- <http://www.winkwarrenmuller.com> "Explore the World of Warren Muller" - sculptor
- <http://www.oneminuteweddingplanner.com> "Wedding with Color Theory"

HTML sites

- <http://www.kathygeary.com/littlecreaturesnyc/index.html> Pet Store - launching soon
- <http://www.cplplaw.com> "Cohen, Pontani, Lieberman and Pavane" a Manhattan law firm
- <http://www.specialkidsradio.com> - for Parents of Special Needs Children
- <http://www.kevinhanek.com> "Kevin Hanek, Heldentenor"
- <http://www.kathygeary.com> "Kathy's Reality A Musicians Life"

WEB APPS

As a member of large application development team, Kathy worked with marketing product specialists, project managers, business analysts, software developers, quality assurance, database and e-infrastructure specialists: These sites are built on a .NET framework.

www.ctadvantage.com and www.hcue.com - Corporate Legal Services Online

Skills

- HTML 4.01, XHTML -- css based design, complex tables, component-based design, performant code, forms
- CSS (level 2) | •XML, XSLT, XSD: well-formed documents in a three-tier architecture
- Browser incompatibilities, workarounds (Mozilla, IE, Safari)
- Document Object Model, events

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- Javascript: DHTML/DOM manipulation

Software

- Adobe CS4 - Dreamweaver Flash (Action script 2 or 3) PhotoShop In-Design (publication layout, books etc.)
- Adobe Premiere - video editing
- Altova XML Spy Enterprise, Altova StyleVision Enterprise
- Pro Tools, Steinberg Wavelab - audio editing & mastering and mp3 encoding
- Real Audio Producer G2, Real Audio Helix
- Lotus 1-2-3, Lotus Notes
- Microsoft Visual Source Safe, Visio, Office (Word and Excel)
- Subversion
- WS FTP-Pro

Object Oriented Analysis and Design

- user driven development: user flows, workflows, wireframes, page specs
- effective Visio
- sitemaps, information architectures
- contextual design - user observation and feedback

Web Application Development

- CMMI Level 2 Software Development Lifecycle
- Concept phase: High Level requirements from Business stakeholders and generating a traceability matrix
- Analysis phase: generating UI Artifacts: users flows, wireframes, page specs; obtain Business approval
- Construction phase: build interface and all components, shakeout in DEV environment prior to QA testing
- Testing phase: defect fixes from QA tests
- Post-mortem phase: lessons learned and best practices

Graphics

- file formats - lossy vs. lossless compression: when to use
- web safe colors, colorspace issues, palettes
- basic typography
- effective Photoshop - slicing, reassembling, image maps, buttons, rollovers, animation

Experience

2006 – 2010 Freelance Web Designer New York, NY

I have private clients in Manhattan and upstate Sullivan County including law firms, ad agencies and individuals (artists, writers and musicians). As a sole resource I provide services including creative design, implementation and ongoing maintenance of client websites. References available on request.

2000 – 2006 CT Corporation – a Wolters Kluwer Company New York, NY

Senior Software Engineer

CT Corporation System serves attorneys and corporations by providing services for corporate records management, statutory representation, document retrieval, filing and searching for corporate and UCC transactions. It is the biggest company in the corporate and representation services business in the U.S., a total market estimated at about \$310 million.

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Ms Geary had six years experience in the design of mission-critical web products. As part of the User Interface Group, she was the project lead for CT Corporation's "hCue" corporate governance product, providing UI design, documentation and construction. Based on high level requirements as provided by product specialists and business analysts, she created both presentation and functional UI artifacts: Visio based user flows and wireframes as the model for HTML construction, page specifications for functionality, based on use cases. The product was built on a .NET framework and the interface was componentized for maximum code re-use. She managed the work using project management methodology for estimation and status tracking.

At the start of her tenure at CT Corporation her strong problem solving skills contributed to the successful launch of an on-line education product "Learn @ CT", as a member of the two-person development team technically assessing and modifying off-the-shelf Docent Enterprise software. The course content consists of a series of Flash movies within the Docent framework, she built the Flash templates used to generate the courses.

1993-1999 Geary Media Services New York, NY

President

Originated and launched a music services company specializing in cassette and DAT duplication, audio editing and music production. Identified a previously under-served market niche and developed clientele from the NYC music community with long term customer relationships.

Website design and implementation. Utilized html, graphic and audio skills to quickly develop and implement entire websites

Original graphic design for printwork; 4-color cassette and CD covers, insert booklets, face labels, traycards, posters, postcards, and flyers. Book designer on "Aria Ready" for Leyerly Publications

1986-1993 Home Box Office New York, NY

Marketing Operations, Assistant Manager

Executed a multi-million dollar marketing incentive program disbursing license fee rebates to thousands of national cable affiliates, worked closely with finance group, information services and account reps in ten regional offices. Received cable company subscriber documentation, verified eligibility from offers made via direct mail and DRTV and processed rebates through in-house systems.

Developed and managed a fulfillment system for premiums and value added offers (phones, radios, discount coupons, etc) during marketing campaigns, servicing hundreds of thousands of HBO subscribers. Worked with outside vendors handling data entry of subscriber names and addresses and a letter shop for premium fulfillment.

Nominated for Gyphon Award for lowering annual fulfillment operating expenses by \$250,000 by researching then engaging and an off-shore data entry vendor.

Managed a staff of four employees in the execution of back-end processes for marketing campaigns. Tracked cable affiliate subscriber gains and response rates based on promotional vehicle, direct mail, direct response TV, etc.