



Kristin Kramer

737 Post St., #1421

San Francisco, CA 94109 ○ (650) 238.8402 cell

kristin@kramerpublishinginteractive.com ○ <http://www.kramerpublishinginteractive.com>

LinkedIn <http://www.linkedin.com/in/krashkramer> ○ Twitter <http://twitter.com/kpistudio>

EXECUTIVE PROFILE: WEB DESIGN, UI /UX FRONT-END DEVELOPMENT

I have a dynamic career designing and implementing Web sites, Web-based applications, marketing campaigns, blogs, multimedia presentations, and all things Web of varying sizes and requirements for clients ranging from small businesses to large corporations. I design print materials including press kits, brochures, business cards, and more. I bring to my work, expertise in seamlessly interfacing multiple back-end configurations and languages with front-end design. Each graphic/media element and each type of code is its own musical instrument in a project - I perform in and often conduct this orchestra. I excel in team collaboration, solution brainstorming, client and inter-departmental communications.

TECHNICAL SUMMARY

Deep, extensive experience with cross-browser/cross-platform HTML5 XHTML DHTML, CSS2/3 (tableless layout) and JavaScript UI solutions, designing and implementing pixel-perfect interactive interfaces and validating X/HTML. Hand-code using any text editor, expert with Dreamweaver. I have never used WYSIWYG and never will. Highly skilled in the Adobe suite, including Flash AS2/3. SEO coding best practices. Experienced with implementation strategies such as Java, JSP, ASP, PHP, CGI, Ajax, RoR, script libraries like JQuery, MooTools, etc. I've worked with XML, and Douglas Crockford, but only recently am I starting to get opportunities to work with Douglas Crockford's creation: JSON. I have daily experience with VPN access, SVN and Git/GitHub (version control apps and practices), SFTP while effectively working remotely on/with dev teams all over the world.

Experienced with social media strategy consulting and implementation (feeds, OAuth, OpenId, etc.). Comfortable designing for and skinning/ creating custom themes, etc. for both open source and commercial CMS and cart engines (Joomla, X-Cart, etc.). WordPress and Zen Cart expert.

PROFESSIONAL EXPERIENCE

Kramer Publishing Interactive – San Francisco, CA

March, 2003 – Present

WEB DESIGNER/UI/UX DEVELOPER SOLE PROPRIETOR

Manage all phases of multiple projects of varying size and scope for long-term and short-term projects. Assess client needs and develop specifications; plan and develop projects from initial concept through mockup design, graphics production, hosting/cart/e-commerce selections, interviewing and hiring of specialists when needed, project management, coding implementation, cart integration, payment gateway/shipping setups, client approvals, final delivery and ongoing maintenance. Provide SEO/SEM/Social Media strategies, written content, and editing services. Provide full print design support with brochures, b-cards, posters, signage, DVD/CD-ROM covers, inserts and labels. HTML mailings, online/offline event invitations.

Currently/Recently involved in these select projects:

- **DriverSide** - <http://www.driverside.com> For this PHP/Ajax site, I was on a team of 7-14 developers, and was solely responsible for the CSS/XHTML front-end. When I arrived pre-launch in March '08, they had an existing skeletal UI structure based on expanding and collapsing "pancake modules" and I had been working with implementing UI within that structure. I've done extensive design for the new site, and we rolled out the new design/UI in July 09. I now occasionally work on new features for the site, plus widgets, etc., for their partners (eBay Motors, PrecisionTune, etc.).

- **Wells Fargo (via Leaffer Shapiro LLC, via Ogilvy)** – Developing tools for Wells Fargo customers in an RoR environment. Replacing ancient HTML code with pixel-perfect CSS matching back to the tool in Flash. Also working directly for Wells Fargo on kiosk applications for their historical installations in Charlotte and Philadelphia. Tool du Jour: **Retire Secure Index**. <http://www.wellsfargo.retiresecureindex.com/>
- **Kaiser Permanente (Care Management Institute)** – <http://www.kpcmi.org/> (via **AMF**, via **Freeform IT**) - all CSS XHTML Front-end development for Kaiser's Care Management Institute site – Customized template creation, additional features using WordPress as CMS.
- **Jamba Juice** – <http://www.jambanews.com> (via **AMF Media Group**, via **Freeform IT**) - all CSS XHTML Front-end development for internal JambaNews site and HR site – Customized CMS using **Freeform IT** proprietary CMS. Also do microsites for Jamba Juice.
- **SF AppShow** <http://sfappshow.com> I'm a "goto" for flawless domain/hosting moves, WordPress issues, etc. – basically an IT role, but I'm around for whatever they need.
- **C.U.R.B. (Citizens for Urban Planning and Responsible Spending in Brentwood)** – temp location - <http://www.curbrentwood.com> - (via **AMF**, via **FreeFormIT**) – all CSS XHTML Front-end development – launched 08-04 2010 – WordPress as CMS customized template creation, additional features.
- **ABlogtoRead.com** – <http://www.ablogtoread.com> Number one watch review site in the world, this site gets more traffic than many porn sites put together - I have not done any graphic design for the WordPress-as-a-CMS site; I recently coded his new design, provided graphic production support, and rolled out the new version. This is a complex site to launch and maintain: I wrangle and cull his plugins on a regular basis, maintain updates, employ his cloud service and co-ordinate that with his plugins, database/hosting moves, struggle to keep his load times down vs. the ad services and unique caching challenges – I set up a staging area and dev release system for this site, and am currently engaged in testing new features set to roll out soon. I'm working directly with him to grow his site and grow his business. A side bit of work comes in regularly from the watch companies who advertise with him, as I design and implement **most of those flash ads**
- **AMF Media Group** - <http://amfmediagroup.com> Did the HTML5/CSS3 for their latest site plus jQuery/Flash/Flash Video – also do this for many of their clients they list on that site, even though I'm not allowed to put it on the resume due to strict NDAs.
- **TrueInsider.com** – <http://www.trueinsider.com> Solely responsible for beta site front-end XHTML/CSS dev in a RoR framework.
- **Pricelock.com** – <http://www.pricelock.com> Initially hired to make their AJAX site and tools compatible with IE6 (I'm an expert in the IE6 DOM), I did this on their current site, and am taking on new projects as they roll out their new site.
- **BitPusher.com** – <http://www.bitpusher.com> Building tools for a new offering for their cloud computing platform. Under NDA, but you may contact Daniel Lieberman (owner) there. Also will be doing their new site.
- **Pete's 881 Club** – <http://www.petes881club.com> - WordPress as CMS – built this in two days, doing my SEO next and begun my social media strategy implementation. Currently helping them build out content I've suggested to improve page ranking and repeat visitors/more customers. Small business requiring their own content additions/editing.
- **Coco-luxe Confections** – <http://www.coco-luxe.com> Designed, developed, currently maintain/updates (Zen Cart engine). Highly customized admin area and cycling templates. Solely responsible. Implementing SEO strategy next. Social network strategy program to promote the boutique, brand and site. Designed print materials, wall art for boutique. Handle frequent Groupon, Groupon-esque campaigns.
- **DealerText Solutions** – <http://www.dealertext.com/> I worked with two engineering teams, one in Romania, developing text code tools and interfaces for mobile phones and PC browsers. Cranked out the front-facing site myself, including design and Flash. Solely responsible for UI, CSS, XHTML and design.
- **Institute for Jewish and Community Research** – <http://www.bechollashon.org/> -- largest database of Jewish articles in the world - Designed, developed and created the UI for Be'chol Lashon site, as well as updates for the main site (main site, <http://www.jewishresearch.org/> is not my design/UI) **via Little Truck**
- **Woodshed** - <http://www.woodshedsf.com/> branding and identity house in SF – I've done major projects for their clients that are so super-secret under NDA I'm not allowed to list them here, but you may contact Rod Plucy, a partner there and he will attest to my stellularness in HTML5 CSS3 on-schedule/budget, etc.
- **Perrelet USA** - <http://www.perreletusa.com/> -- High-end timepieces - marketing emails, design through send, Flash banners, ongoing work towards new site launch. Happy to provide private links to this work.

- **UpMo.com** – <http://www.upmo.com> Pixel-perfect CSS/XHTML for their career assessment tools. Currently on projects.
- **PicScout** - <http://www.picscout.com/> via **FreeForm IT** Built their ImageExchange™ add-on wizard pages to seamlessly integrate with their site, plus HTML emails for the program. Extensive weekly maintenance for site including Joomla customizations, graphic design elements, video and Flash enhancements.
- **Bryant & Brown** - <http://www.bryantbrownlaw.com/> via **FreeForm IT** Custom WordPress site/theme, team of one, concept to launch – 18 hours.
- **Fitzgerald Law** - <http://www.fitzgeraldlawca.com/> They had no idea what they wanted, but wanted it fast, so I took their content, organized it, and designed and built them a site in about 20 hours. Flash on the home page.
- **Phyllis Eig Associates** – <http://www.phylliseig.com/> Designed, developed, currently maintain/update (Zen Cart engine). Solely responsible. Implementing my SEO strategies.
- **Mountain Terrace** – <http://www.themountainterrace.com> Currently engaged to do a redesign after giving them a desperately needed refresher to their site. The redesign goes live in Autumn 2011.
- **Mommy's Garage Sale** – <http://www.mommysgaragesale.com> For this RoR/Ajax e-commerce kids' items brokerage site, I designed the overall look-and-feel of the site, created the UI, extensive admin area, provided written content, and implemented front-end for site and tools. I performed all site tasks, save for the RoR on the back-end. Ruby developer is finishing up for launch. I'll be implementing my SEO strategies, and adding graphic elements to front page upon client approval.
- **Español For Kids** – <http://www.espanolforkids.com/> HIGHLY customized Zen Cart site creatively used to schedule and purchase Spanish classes for children. I performed cart integration and all site tasks, incorporating client's drawings and color choices. I will be building out two other phases of the site for materials purchases and training services, incorporating a great deal of multimedia. Solely responsible.
- **DemsDoDenver.com** – <http://www.demsdodenver.com/> I designed, developed (with a Zen Cart engine), maintained/updated this site for Julie Byerlein, an entrepreneur in Denver. I do many projects/sites for her, this one raised money for the DNC Committee... now that the election is over, she is still doing some business on this site (!), but she will be re-purposing the site for other fundraising ventures. Solely responsible.
- **Bodas & Quinceañeras** - <http://www.kramerpublishinginteractive.com/clients/byq/english.html> and <http://www.kramerpublishinginteractive.com/clients/byq/> I designed and developed this Flash-only site for a Bay Area event photographer/videographer – two sites, one in Spanish, one in English, with streaming video and photo samples of work. Client insisted on a Flash-only site (not my choice for obvious navigation issues/seo drawbacks at the time (2006). He sold the business in 2010, but I've kept a copy of each site on my server.
- **Making Headway** - <http://makingheadway.org/> Built the site in a few days from their single jpg mockup for this non-profit organization dedicated to helping kids and their families with cancer.
- **Freedom to Marry Project** - <http://www.freedomtomarry.org/> Online/offline fundraising event invitations and email campaigns. Never touched the site, they have a volunteer staff for the site.
- **Little Truck** – a Web firm I have partnered with since 09-07 on over 40 projects (only two of these clients are mentioned above, **Institute for Jewish and Community Research**, and **Making Headway**, due to the fact I did the entire sites myself, there are many to list, happy to discuss). Akrya. - <http://www.akrya.com/> Gartner – <http://www.gartner.com> Riverbed – <http://www.riverbed.com> Redline Solutions - <http://www.redlinesolutions.com/> Sendmail - <http://www.sendmail.com/> Genesys - <http://www.genesys.com> Pennbrook Insurance - <http://www.pennbrookinsurance.com/> Eleanor Sluis - <http://www.eleanorsluisnovato.com/> Grunwald Associates, LLC - <http://www.grunwald.com/> are a few of the sites.

Inktomi Corporation (purchased by Yahoo!) – Foster City, CA

April, 1999 – December, 2002

WEB DESIGNER, SENIOR WEB APPLICATIONS ENGINEER

As the only DHTML programmer in an organization of 850 employees (at one point), provided all departments with graphic design, UI design, graphics production and cross-browser/cross-platform front-end implementation support for both internal and external Web-based applications. Positioned in the e-commerce division, moved to Marketing.

- Wrote all DHTML, CSS, and Javascript for the Inktomi Site Management System (SMS), an ASP-based Web application Inktomi provided to merchant clients for managing their electronic storefronts and retail racks.
- Designed GUI and graphics.

- Managed projects from concept through completion and maintenance for the SMS and various aspects of Inktomi's world-class search applications, interfacing with Marketing, QA, management, and ASP engineers.
- Conceptualized, designed, engineered, and implemented several smaller apps to support SMS.
- Wrote extensive technical documentation.

Impulse!Buy (purchased by Inktomi) – Burlingame, CA

December, 1998 – April, 1999

WEB DESIGNER, SENIOR WEB APPLICATIONS ENGINEER

For all departments, designed and produced graphics and UI, and provided cross-browser/cross-platform front-end implementation support for the company's Web site and external Web-based applications.

- Designed and implemented front-end of the "Selling System Express," a Web-based application provided to clients (merchants) for managing their electronic storefronts and retail racks.
- Initiated the transformation of the product from a Java-based to a browser-based application using DHTML, Javascript, CSS and ASP.
- Created digital and print marketing materials supporting the company's "iMerchandising" system, a first of its kind online consolidator of merchants, and all aspects of company's functions.
- Provided Webmaster services for all departments.

Freelance – San Francisco and San Bruno, CA

April, 1998 – December, 1998

WEB DESIGNER, WEB APPLICATIONS ENGINEER

Simultaneously managed multiple projects for companies and design houses. Employed DHTML, CSS, and Javascript to meet diverse design challenges and company standards. Clients included HP, Intel (for the MediaDome Project), SGI, Sun Microsystems, RedDot, Grafica Multimedia, CircumStance Design, C/Net, Challenger Systems, Think!NewIdeas.

Electric Communities – Cupertino, CA

April, 1997 – April, 1998

BETA PROGRAM PRODUCER, WEBMASTER, JAVA QA

Designed and managed beta program for the virtual online community, "EC Habitats," which, at the time, was the world's largest Java program (bug/feature). Created the company's new Web site and beta program support site. Employed the earliest DHTML techniques, server-side CGI scripting and includes. Served as Webmaster for all departments. Performed black-box testing on the Java-based virtual world. Researched, designed and created QA testing lab. I was privileged to work with Randy Farmer, Chip Morningstar and Douglas Crockford at this tiny startup. You can find a little about this geek-a-licious venture on Douglas' site: <http://www.crockford.com/> and about the beginnings of it in the last paragraph of Snow Crash.

Freelance – New York, NY and San Francisco, CA

January, 1994 – April, 1997

INTERNET AND COMPUTER SERVICES

Assisted companies and individuals with setup and maintenance of personal computer systems, and telecommuting challenges. Built small HTML .98 (beta of the new 2.0 standard) and 2.0 Web sites. Educated and tutored children and adults on the benefits of their personal computer and the Internet. Waited for companies to decide to invest in the Internet, while keeping skill-set on the cutting edge.

EDUCATION

New York University, Tisch School of the Arts, Institute of Film and Television, 1993 B.F.A.