

Danielle Mickey Kellogg

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Recommendations: <http://www.linkedin.com/in/daniellem>

Portfolio, skills: <http://www.visualcv.com/dmkellogg>

SUMMARY

My goal is to create success for a company through innovative and strategic development of user experience architecture. I have a high degree of creativity and interaction design. I am able to perform goal-oriented, strategic problem solving through user experience. I have almost 10 years of experience working on navigation design, interaction design, information architecture and the best practices for online content presentation and optimization. Using software like Protoshare, Omnigraffle, and Adobe Fireworks, I communicate design concepts and business objectives. I have worked on projects featuring process analysis, taxonomy development, and CMS. I am a demonstrated team player with a high attention to detail and I have the ability to present ideas and concepts effectively. You will see from my portfolio of work and interaction samples that I strive for excellence in quality and usability, and seek to invite the user to engage using rewarding and pleasant interaction.

EDUCATION

Bachelor of Arts, Graphic Design, Boston University, Boston, MA 1987 – 1991

Masters of Information Systems Management, Business concentration, 4.0 GPA
Hodges University, Naples, FL 2009 – 2011

QUALIFYING SKILLS

- **Requirements/Specifications Gathering:** Conducted needs assessment, gathered specifications, determined project scope, defined use cases/user stories, wireframes, flowcharts, user profiles. Defined quality attributes, interfaces, constraints, system and technical requirements, and other nonfunctional requirements. Lead requirements analysis and verification. Ensured requirements are comprehensive, feasible, documented, unambiguous, and verifiable. Have a passion for quality and high standards.
- **Project Management:** Can manage projects utilizing multiple technologies: CRM, ERP, Business Process Management, Issue management, portals. Managed a distributed, cross-functional team on multiple projects simultaneously throughout the software development life cycle. Can manage issues, risk, scope, resources and assets. Have managed stakeholder expectations and the flow of communications relating to the project with team through production. Managed production schedules, projections, specifications, and budgets.
- **Project Planning:** Planned, budgeted and managed data and site migrations. Managed the needs of both client and internal staff or contractors. Can manage integrated and interdependent project plans.
- **Documentation:** From planning to development to launch. Ensure follow-through of others on all tasks. Able to make, find and use: agendas, reports, plans, estimates, change logs, resource requests, kick-off packages, art specs, release forms.
- **Scheduling:** Coordinated day-to-day workflow and overall timeline to meet scheduled scope, budget.
- **Budgeting/Earned Value:** Managed actuals to estimates on projects and controlled variances.
- **Problem Solving:** Troubleshoot issues on projects and remove roadblocks, seeking to identify issues early.

- **Leadership:** Lead and facilitated teams to determine project scope, through implementation of project strategy, determining tasks, priority, architecture.
- **Programming:** XHTML, HTML, CSS, Javascript, Perl, PHP, SQL.
- **Content Management:** Joomla, Drupal, Cobalt, Wordpress. Themeing, programming and administration.
- **Database:** Design, theory and SQL.
- **Software:** MS Office. Adobe CS4: Photoshop, Fireworks, Flash, Dreamweaver, Illustrator, Acrobat. Komodo Edit, Notepad++, TextWrangler, Jing, iShowU, Skype, DimDim, Acrobat Connect.

WORK EXPERIENCE

ECPI/Skyline College, Roanoke, VA – Network Security Instructor & Dept. Chair 2010 – present

Instructing in User Interface Design, Computer Applications (Microsoft Office), Operating Systems, Computer Database Applications, Relational Database Design, Perl Scripting, and Programming Logic.

Technologies used: XHTML, HTML, CSS and Javascript; Moodle, MS Access, SQL, DOS, Windows XP and 7, Dreamweaver CS4, MS Word, Excel, Powerpoint, Visio, Notepad++.

Kellogg Web Strategy / w3consultants – Project Manager, User Experience 2009 – present

User Experience designer and project manager. The company provides website design, development, marketing and technology consulting services to businesses and organizations. Clients include: Possibilities Unlimited, DeVoe Automotive Group, Pavese Law Firm, IndieFilm3D, Digital Cinema Report, School District of Palm Beach County, W3Conversions, Citizen's Crime Watch, Lentz & Lentz, ESAA and Ceramic League of Miami.

Technologies used: Photoshop, Dreamweaver, Fireworks, Flash (all CS4), Protoshare, Omnigraffle, Basecamp, XHTML, CSS, Javascript, Drupal, TeamworkPM, XHTML, CSS, Javascript, WordTracker, Google Spreadsheets.

DeVoe Automotive Group, Naples, FL – Website Administrator, Project Manager 2009 – 2010

Administered over 10 websites simultaneously with a variety of needs and production schedules. I developed and updated the content using HTML, CSS, and Javascript. I use a variety of content management systems including CRM, DRM and other backend information systems integrated in the website process.

Technologies used: Dreamweaver, Fireworks, Photoshop, Flash (all CS4), Cobalt, Dealer.com, Reynolds.

Hodges University, Fort Myers, FL – Adjunct Instructor 2009 – 2010

Hodges University is a premier private university in Florida where I taught Computer Applications, Introduction to Web Design, and Graphic Communications and Introduction to Macintosh.

Technologies used: Dreamweaver, Fireworks, Photoshop, Flash (all CS4), MS Word, Excel, Powerpoint, Notepad.

Lucidus Corporation, Keene, NH – Internet Strategy Consultant, User Experience 2006 – 2009

Website development company building websites using the Drupal CMS and custom PHP and Coldfusion development. Lucidus adopted an agile development process, using Scrum project management.

Technologies used: Protoshare, Omnigraffle, Dreamweaver, Fireworks, Photoshop, Flash (all CS4), Drupal, Joomla, Basecamp, XHTML, CSS, Javascript, Google Spreadsheets, OpenOffice, SugarCRM, Harvest, Pages, Jing, iShowU, Skype, DimDim, Acrobat Connect, Acrobat Professional.

Design+Marketing, Miami, FL – President and User Experience Architect 2000 – 2006

President and Art Director at Design+Marketing, a website development consultancy. Successfully defined clients' goals and prepared business design and marketing strategies. Completed website projects with original

visual concepts, managing all projects from concept to completion. Lead presentations to clients, prepared proposals and contracts, and managed staff, project scope, schedules, and documentation. Project manager on all projects, working with tight deadlines, few resources, generous budgets and small budgets. Supervising developers and other employees on projects, coordinating work, monitoring performance.

Technologies used: Dreamweaver, Fireworks, Photoshop, Flash (all CS4), XHTML, CSS, Javascript, Quark Xpress, Acrobat Professional.

PBI Media, White Plains, NY – Art Director

1997 – 2001

Managed the entire creative production for inserts and stand-alone publications. Worked with clients to define business goals and the best ways to meet them with publishing.

Technologies used: Adobe Photoshop, Illustrator, InDesign, Acrobat Professional, Quark Xpress.

Clarion Promotions, DMB&B, Greenwich, CT – Art Director

1993 – 1997

Managed the creative production of promotional packaging, end-aisle displays, for consumer products.

Technologies used: Adobe Photoshop, Adobe Illustrator.