

**Michael Roddick**

2536 Saratoga Avenue  
Concord, CA 94519

mike@michaelroddick.com  
925.639.5150

**Software Proficiency:****Graphic Design**

- Flash
- Photoshop
- Illustrator
- InDesign
- Dreamweaver
- Fireworks

**Video Production:**

- Final Cut Pro
- After Effects CS3
- Live Type
- Sound Track Pro
- SoundBooth CS3
- Compressor
- DVD studio Pro

**Languages:**

- HTML/5
- CSS/3
- Javascript
- PHP
- MySQL
- Actionscript 2/3

**Other software:**

- Microsoft Office
- Open Office

***Objective:***

To work along side a dedicated team of designers and developers to creatively and effectively communicate design for the Internet and print.

***Summary of Qualifications***

- 6 years experience providing graphic design and print advertising solutions.
- Strength in analyzing, researching, organizing, and problem solving.
- Excellent reputation as a competent, knowledgeable, and helpful professional.
- Good eye for detail; well organized and skilled in setting priorities.
- Strong interpersonal and communication skills.

***Education:***

**Bachelor of Fine Arts Degree in Computer Arts** with an Emphasis in **New Media**

**Academy of Art University**, San Francisco CA | Fall 2005

- President's Honor List

***Professional Experience:***

**GlyMed Plus • Senior Designer** Spanish Fork, UT | November 2007–August 2011

**Summary:**

Demonstrated the creation of original and compelling designs for web print.

Worked along side marketing manager and graphic design team in meeting multiple deadlines for both print and digital media projects. These included trade magazine advertisements, brochures, catalogs, manuals, product artwork, email blasts, website banner ads, videos and monthly marketing initiatives.

Proactively contributed to brainstorm sessions and continually seek new and creative ways to differentiate company branding.

**Graphic Design**

- Demonstrated knowledge of layout, design fundamentals, and typography.
- Created ideas quickly to convey concepts to other team members.
- Translated marketing objectives into creative strategies and designs.
- Proven track record in producing innovative visuals for web-based applications.
- Experienced in creating product label and carton artwork.
- Managed and prioritized multiple projects.
- Strong attention to detail to ensure accuracy of projects while also meeting deadlines.

**Media Design**

- Scripted PHP, Javascript/Ajax forms for database interaction and Adobe Flash to create rich Internet applications.
- Cross browser compliant scripting using JQuery.
- A strong working knowledge of user experience design, brand development, interactive commerce and the creative process.
- Understand website CMS, in-depth knowledge of E-commerce Platforms.
- Utilized merchant gateways. (authorize.net).
- Familiar with Adobe Connect web conference utility.
- Video pre/post production.
- Monthly email campaigns (mailchimp.com). Upload and maintain email lists.
- Utilized google apps. (webmaster tools, analytics and email).

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## Threshold-Corporation

Petaluma, CA | May 2005-June 2006

### Summary

Using a strong knowledge of user interface design techniques, I developed a custom interface to control a Home Server remotely through any browser.

Developed in AS2, I took data from the server and developed the user interface to display, graph and control various devices.

The Threshold-Corporation Home Server is a home security gateway and access point. It has LAN, Wifi and low power wireless connectivity. It allows customized functions to be created for home security events. It also allows devices to be configured by Bluespot, a short range infrared configuration technology.

### User Interface Design

- Designed custom Flash AS2 interface components to graph, display and stream video through a browser based control panel.
- Interfaced with many external devices using XML to retrieve data then using custom built components displayed the data in a easy to read user interface.
- Wrote custom classes and demonstrated strong programming techniques.

### Web Design

- Designed and maintained the website threshold-corporation.com.
- Designed and built dynamic content for the website ONE-NET.com.
- Maintained and moderated the ONE-NET forum.

### Other experience

- Graphic Design by **Michael Roddick** | Concord, California August 1998-Present.
- Skilled Labor **Brian Hunter** | Concord, California February 2005-2007.
- Steel Fabricator **Pat's Welding Service** | Concord, California May 1997-May 2001.
- Mechanic **A & S Muffler and Brake** | Concord California June 1991-May 1999.