

Wendy Walsh

wendymayewalsh@gmail.com • Portfolio: <http://www.wendy-walsh.com> • 617-254-2176

Web Developer:

Creative professional who excels in coding design for advertising and e-commerce. Great design sense. Re-designed entire website for prominent non-profit organization. Created design solutions for global enterprise e-commerce landing pages. Team Leader in Flash game project, skilled with vector graphics, motion graphics, symbol libraries, soundtrack slicing and cues, ActionScript and buttons on timeline. Studied Graphic Design at the School of the Museum of Fine Arts/Tufts and Salem State University. Skilled mobile and responsive coding and design. Open source tools: SASS, JavaScript, Grunt, Git, SVN, Bootstrap, Compass, and Google Hosted Libraries. I learn and master custom CMS systems for efficient posts and custom templates.

Highlights of Qualifications:

Expert HTML, CSS, from HTML 4 Emails to XHTML1.0 to HTML5 and CSS3.

Adobe Photoshop, Illustrator, Flash, Edge, and InDesign. Subscription to Creative Cloud on both Mac and Windows 8 laptops.

Accessibility and SEO

JavaScript, JQuery UI and JQ Mobile, Chrome Developer Tools. API: YouTube, Twitter, LinkedIn, Facebook.

Downloaded AMP stack and set up working environments for Drupal and WordPress CMS systems.

Mac Mavericks, Windows 7, Windows 8.1, iPhone, iPad, Windows Phone.

Online Portfolio:

<http://www.wendy-walsh.com>

Social Media Profile:

<http://www.linkedin.com/pub/wendy-walsh/8/508/156>

Professional Experience:

The Agency at Staples — Framingham, MA

April 2014 – September 2014

Web Developer

Staples, Inc. is a leading online retailer and e-tailer (e-commerce).

Coded online advertisements and email promotions from static Photoshop design layouts. Expert HTML, CSS, Photoshop. Stan Dankoski created an excellent email template, and I adapted that template to Canadian content and also made a responsive version of it for newsletters and ads!

- **Video Email Campaign — Office Persona — The Coffee Connoisseur**
[Office Persona — The Coffee Connoisseur](#)
- **Staples Quarterly Report — New Design — static**
[Staples Quarterly Report — New Design — static](#)
- **Staples Quarterly Report — New Design — Responsive, iPhone-friendly**
[Staples Quarterly Report — New Design — Responsive, iPhone-friendly](#)
- **Staples Back-to-School 2014 — New Design — Responsive, iPhone-friendly**
[Staples Back-to-School 2014 — Responsive, iPhone-friendly table.](#)

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- **Staples Office Persona — The Coffee Connoisseur — Responsive, iPhone-friendly table.**
[Staples Office Persona — The Coffee Connoisseur — Responsive, iPhone-friendly table.](#)
- Made templates for new Canada website launch.
- Introduced Sublime Text HTML code generator Emmet with link to cheat sheet! This is a great way to code quickly without leaving out any brackets or braces.
<http://docs.emmet.io/cheat-sheet>
- Shared simplest way to set up and use Grunt JS with senior members of the web development team. Grunt JS is a Javascript task-runner that optimizes all web assets (not just Javascript) with a watched folder and a few terminal commands, much like SASS works for CSS.

Contract Work — Boston, MA

March 2013 – March 2014

Web Developer

I produced new online assets for a variety of clients in the Boston area.

- **Building Impact — Boston, MA**
Building Impact is a non-profit organization offering fun team events for corporations.
Slideshow, landing page, mobile landing page, re-directed response form in PHP template to new email for new event coordinator. Changed view of events list to sort with upcoming events at top and later events at bottom. Made navigation more readable by adjusting color.
<http://buildingimpact.org>
- **The Natural Landscape — The Creative Group**
The Natural Landscape is a small company that offers landscaping services and rents landscaping equipment.
New product: Slideshow in JavaScript, pop-up video. Google API, and YouTube API. Also changed navigation and product listing in database.
<http://www.thenaturallandscape.com/snowwolf>

Kaspersky Lab — Woburn, MA

August 2011 – February 2013

Web Producer, Global Digital Marketing Team

Kaspersky Lab is a global enterprise corporation that sells security software, and publishes the *Threatpost* blog. Kaspersky Lab analysts have discovered several significant malware programs.

- **Landing pages for Sony computers (OEM pre-installed security software)**
New PHP templates from developers, I provided custom CSS and views. Initial success led to creation of twelve more customized service pages.
http://usa.kaspersky.com/store/after-trial/kis_sony/2611
New design in magazine ad style:
http://usa.kaspersky.com/store/after-trial/sony_lp/3427usen
I later coded static HTML/CSS for new applications of this layout:
<http://usa.kaspersky.com/renewal/tablet-security>

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- **Mini-website**, designed by Buyer Advertising for HR recruitment, I converted tables to CSS3. Worked with outside client representative, **installed client HR portal**. Made **CSS sprite rollover buttons** and advertisements. **Installed new navigation menu block in Drupal CMS**.
<http://usa.kaspersky.com/about-us/careers>
- **Created installation screens and dynamic messages for new SaaS product launch** of Kaspersky Internet Security 2013 and Kaspersky Anti-Virus 2013. Suggested and created static content screens until new interactive code established. Worked with west coast USA designer and Moscow HQ programmer, pushed to get exact size requirements. **Produced documentation for marketing stakeholders** of the look, format, size requirements of in-product messages.
- **Installed video section and interactive product selector**.
<http://usa.kaspersky.com/portal>
- **HTML Emails, Landing pages, SEO, open counter, click-through tracking**. Responsive HTML email, or revert to HTML4 tables when deemed necessary by the client mail system! Clever templating and re-purposing. Coded from scratch. Installed custom landing pages with customized forms to return clean subscriber lists to PHP CMS back end, which also provided analysis. Exact Target deployment, testing and sanitizing, Omniture tracking.
<http://www.wendy-walsh.com/klab.html>

PerkinElmer — Waltham, MA

January 2011 – February 2011

Web Developer, Web User Experience Team contract/project

PerkinElmer is a worldwide life & analytical sciences company. PerkinElmer was in the final stages of migration to SDL Tridion Web Content Management system.

- Created text components and multimedia components in Tridion WCM system.
- Changed target links in Flash ad banners.

<http://www.perkinelmer.com/Catalog/Category/ID/ICP%20Mass%20Spectrometry%20Consumables>

Massachusetts Medical Organization — Boston, MA

August 2010 – November 2010

Web Production Specialist, for *The New England Journal of Medicine* contract/project

Massachusetts Medical Organization is the publisher of *The New England Journal of Medicine*. I used Photoshop, HTML, CSS and JQuery to publish the online version of this journal.

- Made new vertical-flow page template to take white space out of the horizontal page template.
- Moved production of bar charts and graphs to Illustrator, and they were much more readable.
- Posted “Online First” content targeted to medical conventions.
- Produced weekly, interactive right rail features “Image Challenge” and “Image of the Week”

<http://www.nejm.org>

<http://www.wendy-walsh.com/nejm.html>

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Arlington Street Church — Boston, MA

April 2009 – July 2010

Web Coordinator Website re-design project

Arlington Street Church is a Unitarian-Universalist church that sponsors a wide variety of cultural, charitable, and progressive political activities for a diverse congregation. I was asked to re-design their website, under contract with The Creative Group/Robert Half.

- Complete website re-design, including back-end coding, wireframe, workflow, and accessibility.
- Repeat visitors increased by 25%, according to web host statistics, site readable by smart phone.
- Designed branding banner and Music@ASC banner.
- XHTML 1.0 Strict, W3C certified, 508 gov., 960 grid system CSS, SuperfishJS all-text navigation.

http://www.ascboston.org/music/series07_08.html

<http://www.ascboston.org>

<http://www.wendy-walsh.com/asc.html>

Aquent — Boston, MA

July 2008 – January 2009

Production Artist contract/project

Aquent is a creative and marketing staffing firm that started at MacTemps in 1996 in Harvard Square, Cambridge. They have a prestigious client list and rigorous testing for placement.

360KID — Newton, MA

February 2008 – June 2008

Team Leader, Flash game contract/project

360KID is a Boston-based, award-winning kid's technology developer. This project was a Flash game based on a script for a 5th and 6th grade-level Math textbook. Each lesson was an animation.

- Promoted to Team Leader after 30 days as a production person for the Animatic Team.
- Saved project from costly edits by standardizing Art Director's colors and fonts team-wide.

http://www.360kid.com/port_animation.php?p=84

<http://www.wendy-walsh.com/threesixty.html>

Education:

B.A. Design, Communications, Salem State University — Salem, MA

- Work-study job as Computer Graphics Lab Assistant.
Opened the lab and print room for weekend hours and assisted students with software and printing, including Photoshop, InDesign, Illustrator, and Flash.
- Transferred two years full-time study of Studio Art at the School of the Museum of Fine Arts Boston and Art History from affiliated Tufts University.
- Lobbied Massachusetts State Government for more state school funding, with ad-hoc group of students, faculty, and Salem politicians.
- Coursework included *Integrated Marketing Communications* (the source book for vertical marketing principles) in *Principles of Advertising* with Dr. Judith Puritz Cook.
- Coursework also included *Advertising Case Studies* with Dr. Eileen Margerum. We researched and analyzed new products and suggested advertising campaigns, backed with statistics.
- Pro-bono work for Salem Phillips House museum and Salem State Alumni Committee. I designed logos and response forms and handled print production – CMYK, fonts, client meetings.