PAUL KREY

resume@krey.com • (623) 432-1014

Web Design & Front End Development

An experienced senior UI web designer and front-end developer with a Bachelor of Fine Arts in Graphic Design. Passionate about developing web sites in responsive design using the industry standard SASS extension language to take full advantage of CSS3.

Accomplished graphic design lead with 20 years of experience in print and web design who is highly motivated, creative, and versatile. Especially skilled in creating and directing corporate and new business branding. Adept at innovating user experience for the web and multimedia applications.

Exceptional interpersonal skills with team members and subordinates. Proficient at incorporating the desires of clients into superior design solutions. Seeking a company that demands high-quality design integrated with current technologies to further business goals and professional branding.

Skills

- HTML5
- SASS and LESS extension language for CSS
- Working environments/technologies: .NET, MVC 5, Azure
- Corporate web & UI design
- Corporate branding
- Logo design
- jQuery/JavaScript
- Design for marketing and trade show material
- Proficient on Windows and Macintosh OS

Software tools

- Adobe Photoshop, Illustrator, Flash (deprecated) and InDesign
- Balsamiq Mockups
- Visual Studio, Dreamweaver, and Sublime Text 3

PROFESSIONAL HISTORY

Ryland Homes - Scottsdale, AZ (09/2007 – Present)

Senior Corporate Designer & Front-End Developer

Provide corporate design and graphics for Ryland.com web site and supporting marketing sites. Work with agencies to implement marketing initiatives. Responsible for front-end development using HTML5 and SASS/CSS to create responsive web design using a philosophy of Scalable Modular Architecture for CSS in the following environments: .NET 4.5, MVC 5, Azure SDK 2.6 (latest versions).

Selected Accomplishments:

- Contributed to and implemented the redesign of Ryland's corporate web site in 2013.
- Created a powerful site theming system that maximizes branding control and scalability which enables branding and sub-branding of the entire site from a single file.
- Developed the dynamic interactive sales center display system that is customized for 500 Ryland Home communities.
- Designed and created marketing landing pages for Ryland promotions.
- Designed and created email templates for Ryland Homes.
- Converted the Ryland interactive style guide from Flash to HTML5.

Adoption Media LLC - Gilbert, AZ (12/2003 – 08/2007)

Creative Director

Responsible for branding the industry's top visited adoption related web sites with associated logos, collateral, trade show displays, print ads, packaging designs, and promotional pieces. Accountable for achieving statistically successful and competitive web advertising campaigns utilizing A/B testing.

Selected Accomplishments:

- Art directed and designed sites including: Adoption.com, Adopting.org, Adoption.org 123Adoption.com, ParentProfiles.com, and InfertilityCentral.com.
- Designed 32-page print catalog for AdoptionShop.com.
- Designed music CD and booklet for original adoption themed music.
- Created brochures and other print materials for Parent Profiles adopting families.
- Designed trade show displays for Adoption.com, FamilyAds.com and ParentProfiles.com.

KreyMedia - Goodyear, AZ (09/2001 – 12/2003)

Creative Director

Responsible for total needs of the client including management of technical and creative resources to deliver complete corporate-quality branding and web solutions. Services include branding, logo design, web design and creation, Flash work and web optimization.

Selected Accomplishments:

- Designed and coded custom tourism site using CSS layout and incorporating a WYSIWYG CMS.
- Directed development and designed a B2B shopping cart site for travel brochures.
- Directed development and created a secure file management system including dynamic search and display for use with multiple simultaneous clients.

KPMG Consulting, LLC - Phoenix, AZ (06/2000 – 09/2001)

eBranding Manager/Sr. Art Director

Managed and art directed a team of three in the Microsoft eBusiness Solutions practice to create branding, logos, corporate site designs, online applications and web-tool prototypes for corporate clients. Responsibilities included design and art directing as well as budgeting time, money, and resources for the team's engagements.

Selected Accomplishments:

- Provided user interface solutions for Microsoft's e-learning tool to accommodate multiple navigation alternatives for diverse learning content.
- Designed and managed the creation of Honeywell's prototype for online industrial asset management system. Collaborated with client to create a sophisticated UI for a dynamic management wizard.
- Designed an e-procurement system to facilitate vendors submitting bids to a city government or other organization needing goods and services.

Quepasa.com - Phoenix, AZ (11/1998 – 06/2000)

Sr. Art Director

Responsible for creating the original premiere bilingual Internet portal and online community for U.S. Hispanics and enabled Quepasa.com to IPO for $55 million. Directed a team of three designers and coordinated their work with programmers and content staff.

Selected Accomplishments:

- Designed template-page layouts and corporate branding for main web site, content channels, email, chat, message boards, shopping site, weather channel, health channel, maps, horoscopes, and co-branded features such as Xdrive (disk storage), Netzero (free Internet), Net2Phone (Internet phone), online promotions and third-party content exchange programs.
- Co-designed NetCentury back-cover page print ad for Arizona Business Journal.

Microsoft Expedia.com - Redmond, WA (02/1997 – 07/1998)

Graphic Designer

Responsible for design and user interface of Expedia's corporate business online travel and reservation product. In charge of innovating the purchase process for Expedia corporate and leisure users.

Selected Accomplishments:

- Designed Microsoft logos including "Microsoft Travel Technologies" and "Microsoft Hotel Directory."
- Created the "Global Travel Tools with Office 2000" presentation for Bill Gates and upper management.

Microsoft Encarta Encyclopedia ('96, '97) - Redmond, WA (05/1995 – 02/1997)
Graphic Designer

Responsible for assisting the Creative Director in design efforts for Encarta 1996 & 1997.

Selected Accomplishments:

- Assisted with layout of application screens and icons throughout the product.
- Worked in QuarkXPress and Photoshop to co-produce the printed User Guide.

EDUCATION

Graduated with a Bachelor of Fine Arts in Graphic Design and a Minor in Business Management from Brigham Young University.

Areas of emphasis included:

Corporate Identity, Advertising, Typography, Desktop Publication, Packaging Design, and Photography.