

David Masini

WEB AND MULTIMEDIA DESIGN

Washington D.C.

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919-259-5034 mobile

Creative and innovative professional seamlessly uniting corporate vision and interactive design concepts.

Leadership: Highly productive and collaborative Lead Designer; consistently achieve top-notch results that are on-time, on-budget and exceed customer expectations.

Revenue Generating Designs: Results-proven talent for producing Graphical User Interface (GUI) designs and online advertising campaigns that accelerate business growth.

Cutting-Edge Technical Skills: Expertise in web usability, cross-browser environments, navigation, content management, technical development, hosting and site metrics; assisted in design of first of its kind iPad application for a leading banking institution.

Branding: Produced branding guidelines governing the use of corporate logos in print and online advertising.

Experience

Senior Graphic Designer

Centreville, VA
2011 - Present

Fulcrum IT Services

Hired as the sole designer to assist in designing and developing flash based content for the National Assessment of Educational Progress (NAEP). Lead in researching and developing a mobile application from conception to release on Apple's iTunes and Google Play. Designed all GUI aspects and developed using available Java/JQuery frameworks, HTML 5, and CSS 3 as a template to create a tailored application meeting the needs of our client. Implemented a UI redesign as well as re-branding of all the companies private sites creating a clean, concise flow to allow for a more stream-lined use. Principal designer for re-compete graphics and charts that won a record amount of consulting business.

Web Designer, Banking Officer

Raleigh, NC
2007 - 2011

BB&T

Initially hired for a short-term contract but quickly acquired broader responsibilities including building and maintaining the front end design and coding of account opening applications. Lead designer of multi-disciplinary project teams for implementation of sites for ID theft protection, 529 products, mortgage applications, MoneyAccount cards and Bright Banking checking account. 2009- BB&T Olympian Award winner in recognition of outstanding performance.

Multimedia Designer

Falls Church, VA
2003 - 2007

ReliaQuote Inc.

Developed expertise in branding within dynamic business models- created brochures, flyers, posters, web sites and logos. Completely redesigned all internal business systems including guidelines for developing and implementing GUI content and establishing branding standards. Collected customer satisfaction surveys for use in site optimization. Collaborated with marketing team to build campaigns and contributed to overall growth of company to position as second largest online insurance agency by revenue.

Web Designer

Leesburg, VA
2001 - 2003

Primedia

Solely responsible for conversion and content management of 10 print magazines for web publication on historynet.com. Oversaw creation of all online advertising materials including fully functional web sites for consumer magazine events.

Web Strategies, Intranet

Arlington, VA
2000 - 2001

2nd Century Communications

Created and maintained corporate intranet and Internet sites. Lead graphic designer for all sales and web applications. Oversaw adherence to GUI standards, template design implementation and use of all internal graphics

Web Designer

Fairfax, VA
1999 - 2000

Screen-printing & Graphic Imaging Association

Primary system operator and Web developer for associations Internet site and other online activities.

Education

B.A., Computer Graphics and Design

Fairfax, VA
1995 - 1999

George Mason University

Training

WordPress Certificate

International Webmasters Association- 2010

Certificate, Website Promotion

International Webmasters Association- 2010

Affiliations

Stock Photography Contributor

iStockPhoto, Shutterstock and Dreamstime

International Webmasters Association

Member since 2006

AIGA, Professional Association for Design

Member since 2008

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