

Linda Roberts

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GRAPHIC DESIGNER | FRONT END DEVELOPER

Prototype Concepts ♦ Web Development ♦ WordPress Customization

Web Designer and Front End Developer skilled at using HTML5/CSS3/JavaScript and PHP for designing and developing interactive, user-centered web sites. Extensive experience customizing **WordPress for CMS** and using advanced features of **Adobe's Creative Suite**. Collaborate with key stakeholders to gather information, improve quality, and deliver effective visual design solutions for print or web with exceptional attention to detail. Expertise includes Photoshop, Illustrator, InDesign, Dreamweaver, Flash, HTML5/CSS3, and WordPress. Additional core competencies:

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|------------------------------|-----------------------------|--------------------------|
| ✓ Creative/Technical Writing | ✓ End User Needs Assessment | ✓ Content Development |
| ✓ Website Design | ✓ Image Optimization | ✓ Customer Service |
| ✓ Organized Workflow | ✓ Graphics Standards | ✓ Editing & Proofreading |

CAREER HISTORY

TIVO INC., Alviso, CA **2010 to 2014**

Visual Communications Specialist, 2011 to 2014

Designed, built and administered intranet site for TiVo hardware engineering using WordPress for content management. Created custom WordPress theme to produce extensive, dynamic, interactive and visually appealing web resource. Compiled key information using MySQL relational database, PHP, jQuery and JavaScript. Continually updated look-and-feel of documents to reflect new-product marketing.

- ♦ **Conceived and launched dynamic, interactive web template** to track DVT tests, creating an easy interface for assigning engineers, scheduling tests, and posting status updates and comments.
- ♦ Documented critical processes to audit factory for compliance with UL requirements creating an engaging, easily understood document.
- ♦ Designed system to track Agile change requests to eliminate back-and-forth communications.
- ♦ Partnered with Agile administrators and TiVo engineers to create fully-functional form to capture requests. Responses populated online table to track Agile workload and progress.

Technical Writer, 2010 to 2011

Crafted visually appealing, professional documents including technical reports, design specifications, procedures and tutorials, certificates, tables and charts while strategically incorporating brand elements.

- ♦ Frequently enlisted to describe complex policies and procedures in a way that could be quickly grasped.
 - ◊ In one instance, constructed reference document that graphically presented numbering system so it was consistently applied.
- ♦ Collected test results from DVT engineers and consolidated into interactive, interlinked reports.
- ♦ **Used advanced InDesign features** to publish internal and external documents from same InDesign book files using conditional text. Cut amount of time needed to produce several versions of the same document, **improving productivity by at least 30%**.
- ♦ Designed look-and-feel of DVT and technical reports using graphic elements from product packaging and brand marketing.

Additional Professional Experience...

LPC VISUAL COMMUNICATIONS DESIGN SHOP, Livermore, CA 2009 to 2010

Senior Designer/Team Leader

- ♦ Completed project to exceed client expectations by designing chart showing at-a-glance class availability throughout summer while still including all important details. **Client liked it so much they placed a new order for additional formats.**
- ♦ Worked on a web-design team for a private school in Berkeley. Key player responsible for deploying WordPress-based site according to design specifications: created custom theme with several templates; researched and implemented several plugins; and created restricted content areas on site for distinct user groups. **Co-authored user's guide.**

PURERED CREATIVE, Livermore, CA 2010 to 2010

Freelance Designer/Contract Employee

- ♦ Accurately and creatively produced high quality graphics for several clients, **including Safeway and Michael's** for signage, store displays, newspaper pull-outs, recipe cards, and other marketing collateral under tight deadlines.

LAS POSITAS COMMUNITY COLLEGE, Livermore, CA 2010 to 2010

Instructional Assistant

- ♦ Mentored 30-60 students learning graphic design and Adobe Creative Suite programs (Illustrator, Photoshop, and Dreamweaver). Shared troubleshooting techniques and fundamental design principles and concepts while fostering creativity and personal style.

Additional professional experience includes **Training Center Director & Energy Consultant**, Connerly & Associates, Inc., Sacramento, CA; & **Energy Analyst**, Davis Energy Group, Davis, CA.

EDUCATION & SPECIALIZED COURSEWORK

- ♦ **B.S.** in Architecture & Solar Technology: **University of California, Davis** (High Honors)
- ♦ **Certificate of Achievement in Visual Communications:** Las Positas College (Highest Honors)

TECHNICAL EXPERTISE

- ✓ **Adobe Creative Suite:** Adobe InDesign, Illustrator, Photoshop, Acrobat Pro, Dreamweaver, and Flash.
- ✓ **Fundamental design principles** of layout, composition, typography, and color
- ✓ **Website Design:** CSS3, HTML5 and WordPress
- ✓ **Dynamic & Interactive Websites:** PHP, AJAX, MySQL, jQuery, jQueryUI, and JavaScript
- ✓ **Development Tools:** Firebug, Developer Toolbar, JS Fiddle, Tortoise SVN
- ✓ Cross-browser **compatibility testing**

VOLUNTEER SERVICE

Volunteer leadership roles include **President, PTO**, Jackson Avenue School, **FAME Coordinator** (launched music and art education program for elementary school children), Jackson Avenue School; **Uniform Coordinator**, Livermore High School Band; & **Chairperson** for myriad committees.