

Shannon Burch

Online portfolio:

low res: http://www.triorb.com/portfolio_small.pdf (4MB)

high res: http://www.triorb.com/portfolio_big.pdf (10MB)

sburch@triorb.com

773.750.2213

5455 N. Sheridan, Apt 3903

Chicago, IL 60640

Well-rounded Creative Director with 10 years experience in graphic design. Accomplished in web, print and multimedia, plus managing all aspects of a project and being a liaison with sales, management, programmers, clients and printers. Exceptional at working directly with clients, both internal and external, with speedy and professional designs.

Skills

- **Programs:** Photoshop, Illustrator, Fractal Design Painter, Quark Xpress, InDesign, Pagemaker, HomeSite, Dream-Weaver, Flash, Fireworks, Acrobat, WinCvs, Microsoft Office
- **Languages:** HTML, DHTML, CSS, Javascript, Perl, PHP, ColdFusion, Java, XML
- **Platforms:** Windows, Mac; Linux and Windows servers
- Skilled in information architecture and dynamic user interface for the web. Experienced in print and website production. Award-winning freehand artist, specializing in human figures
- Successful in extreme high-pressure situations with demands for quick turnaround. Proficient at working with challenging clients and managing a project from start to finish without oversight

Accomplishments

HyperFeed Technologies
Creative Director
2004 - 2006

Web: Design and maintain corporate website for multimillion-dollar international company, with Javascript navigation, scrolling stock ticker, press release signup and emailer, and PHP-based search. Set up and design HyperFeed intranet and HyperFeed/client project websites for companies such as NASDAQ, CBOE, ComStock and MoneylineTelerate. Create corporate blogs and video podcasts.

Print: Create print and multimedia campaign for new market data products with national and international distribution. Establish campaigns over several months culminating in display at the SIA Technology Management Show in NYC.

Design all marketing collateral, annual reports, letterhead, forms, folders, businesscards, presentations and logos.

Multimedia: Create winning PowerPoint sales presentations with embedded Flash multimedia movies, for single contracts of over \$6 million/year.

Management: Collaborate with outside PR and Marketing firms as sole internal marketing resource. Manage all printing work, negotiating new contracts with printers and maintenance companies, resulting in savings of \$10k/year over previous years.

PCQuote.com
(A division of HyperFeed)
Web Services
Manager
2002 - 2003

Web: Collaborate with Russian programmers to redesign marketscreen.com, a sophisticated stock screening website with thousands of screening tools. Improve user interface and create framework for co-branding the site for clients, by using an ASP/Java dynamically generated site and extensive stylesheets for maximum flexibility. Review programmers' work and instruct them as to modifications to be made.

Co-brand marketscreen.com for client in \$1.5 million deal. The new site is created off the marketscreen.com platform with custom entry and tutorial pages. New branding applied throughout the site by use of stylesheets.

Liaison with American and Russian programmers to design and create PHP-based password protected client sites. Clients could view their account information as either a site manager, account manager, site tech or account tech, receive bug fixes and upgrades, view promotions for new products, and create and modify their contact information.

Redesign to improve user interface and look on Neosphere, a ColdFusion based real-time authentication and customer records site.

Print: Work with HyperFeed programmers to create diagrams of complex tickerplant products for marketing and technical materials. Design print campaign focussing on HyperFeed's change to a tickerplant technology company.

Multimedia: Create multimedia presentations for board of directors and sales.

Management: Main contact with VP of Sales in sale of PCQuote.com assets. Conduct technical and behavioral interviews and recommend candidates for marketing position.

PCQuote.com
Web Designer/
Production Manager
2000 - 2002

Web: Collaborate on a six person team to design and produce two complete redesigns of 1000+ page, 300k pageviews/day financial website pcquote.com, the latest utilizing PHP scripting for greater control of dynamic content; create original graphic content, layouts and ads.

Management: Assist in training two HTML producers/designers in HTML, Photoshop, Illustrator, online ad setup and user interface and design theory.

PCQuote.com
Production Manager
1998-2000

Web: Set up 60+ co-branded client sites of dynamic stock data. Assist in design and produce redesign of pcquote.com. Set up all ads for PCQuote site, for a \$1.5 million/year ad income.

Multimedia: Produce multimedia tutorial for stock picking software product "Portfolio Navigator", with voiceover and movie of product usage.

Freelance

Selected Works
Freelance Designer
1996-present

Web: *Ipswap.com*—Create auction site design on PHP base; create logo, marketing materials, online ads, presentations and business cards.

BriteFutures.com—Entirely redesign futures trading site, adding new dynamic data pages, creating different tiers of service and new functionality, and designing new logo.

RJOFutures—Create design for new site and logo for www.rjofutures.com. Includes dynamic data pages and new icons. Create online ad campaign to promote the new site.

Ancel, Glink, Bush, DiCianni and Rolek, PC—Design website for large Chicago municipal law firm. Site is several hundred pages and includes perl-based email, newsletter signup and HTML emailer and search. Continue to maintain and add to site for 5+ years.

Print: *American Library Association*—Design Banned Books Week campaign from 2004 through 2006 with posters, bookmarks, t-shirts, brochures, sales sheets, print and online ads. Sales increased over 100% from the previous year after taking over the project, and printing costs were reduced by 30%

Ancel, Glink, Bush, DiCianni and Rolek, PC—Design layout and ads for municipal publications.

R.J. O'Brien—Redesign and convert to Quark twelve 20 - 30 page Microsoft word account forms for better branding and user interface. Create RJO futures logo, stylesheet, and print postcard campaign

Other clients: *Eau, Tournesol, Savor, Ice Bar, Tasting Room, Lumiere* (print ads), *Altavest, GTFutures* (online ads), *Northtown Arts Center* (logo), *Robbins, Salomon and Patt, PC, Paul Berger and Associates, AroundGuatemala, Imaginnate* (website design)

Education

Bachelor's of Fine Arts in Studio Art, Cum Laude, at Northern Illinois University

Post-graduate classes in Photoshop and Advanced Webmastering at International Academy of Merchandising and Design

Awards and Shows

Standard of Excellence award for PCQuote.com in 1998, an Outstanding Web Site award in 1999 and 2000, and Best of Category in 2001 (last year entered) from the Web Marketing Association (<http://www.webaward.org/>).

Grand prize, Artists of the Wall, Rogers Park; one person art show: Northern Illinois University; two person art show: Women's Center, Dekalb, Illinois