

Sky Collins

Portfolio found at <https://skycollins.com/>

650.804.4759

Experience:

Independent Consultant

Ongoing

As an independent consultant I have worked with clients creating web site designs and improvements of various scale. This work has included responsive web site design, UX design, SharePoint design, WordPress design/implementation, Axure, social media integration, Google Ads, visual design, and usability reviews.

Senior Marketing Technologist

Allroads Digital Marketing & Consulting

Dates 09/2016 to 07/2019

At this position, I was the primary point of contact for the Allroads Digital Marketing Division. During my time at Allroads they doubled their monthly revenue and number of clients. My numerous responsibilities include web design, graphic design, prototyping, WordPress implementation, proposal authoring, Google Analytics reporting, and SEO implementation. I have also helped to brand new businesses, provided photography services, and implemented Google Ads campaigns. All site designs involve Photoshop content creation, HTML/CSS authoring, SEO, and responsive designs.

Web Designer

Franklin Templeton Investments

Dates 03/2015 to 05/2016

As an onsite contractor for Franklin Templeton I worked in the Collaborative Applications Group on various reporting, collaboration, communication, and gateway projects. All projects were running Microsoft SharePoint services and implementations ranged from completely custom to leveraging as much out-of-the-box functionality as possible. All of the design concepts were done with responsive HTML/CSS and often implemented with jQuery interactions.

Director, Online Design

IDG Consumer & SMB (PCWorld, Macworld, and TechHive)

Dates 10/2009 to 11/2014

In this position, I directed the online design and user interface team for PCWorld, Macworld and TechHive. The web sites served an audience of nearly 24 million unique visitors per month and 81 million page views per month. During my tenure, we tripled our social networking followers and our mobile traffic. Under my leadership, web designers, user interface developers, and web producers designed web sites, built iOS apps, developed brands, designed a custom content management system, and created advertising media for leading technology brands. Working with Mule Design Studio, we totally redesigned all of our web properties. The new web sites are fully responsive HTML5, and put a premium on the editorial content while affirming the brand voice.

Contract Web Designer & Developer

Hitachi Data Systems

Dates 5/2009 to 7/2009

As an on-site contractor in web design and development for Hitachi Data Systems, my primary responsibility involved the migration of the support portal to a Joomla-based framework. Following the business requirements document and the Hitachi Global Web Site Design guidelines, I developed a static HTML mock-up of the new portal. Collaborating with the in-house development team, I helped create custom Joomla templates, modules and components to integrate the requirements with the design mock-up.

Web Designer & Developer

CRC Health Group

Dates 1/2008 to 4/2009

CRC Health Group is the largest provider of specialized behavioral health care services in the U.S. CRC Health Group treats more than 30,000 people with drug and alcohol addiction, learning differences, weight management issues, eating disorders, and other behavioral issues each day. CRC Health Group has an extensive network of web sites for informational and marketing purposes with more than 200 unique domains. These sites range from pay-per-click micro sites to content-heavy resource sites that contain more than 8,000 pages. My job as Web Designer and Developer was to design, code interfaces, and migrate/populate the web sites with content. All development was done using tableless layouts and open source LAMP technologies. SEO optimization was a key factor in every web site. CRC Health group maintains hundreds of top 10 organic search term placements on search engines such as Google, Yahoo and MSN.

Web Designer & Developer

The George E. Brown, Jr. Network for Earthquake Engineering Simulation

Dates 8/2005 to 12/2007

The National Science Foundation created the George E. Brown, Jr. Network for Earthquake Engineering Simulation (NEES) to improve our understanding of earthquakes and their effects. My primary role as Web Designer and Developer was to create a more dynamic and professional-looking web site. This was accomplished by updating the overall design, developing database-driven content and calendars, adding RSS feeds for syndication, and creating engaging flash animations and improved navigational structure. Responsibilities included web site design, dynamic and static programming of the web site, corporate branding including collateral, database administration, desktop support, network administration, and VOIP system support.

Web Designer & Developer

Mondavi Center for the Performing Arts, University of California, Davis

Dates 3/2004 to 8/2005

One of the largest performing arts presenting programs on the west coast, UC Davis's Mondavi Center for the Performing Arts hosts more than 70 performances each year and has an annual budget of more than 3 million dollars. As Web Designer and Developer for Mondavi Center, my responsibilities included web site design for the series, dynamic and static programming of the web site, e-mail marketing, database administration, photography, multimedia creation, and video editing.

Web Designer

EMF Broadcasting

Dates 10/2001 to 3/2004

EMF Broadcasting owns the 5th and 30th most listened to internet music streams in the world. As Web Designer for all EMF Broadcasting web properties, my responsibilities included web site redesigns, site maintenance, feature enhancements, information architecture and front-end web programming. Additional responsibilities included photography, magazine ad design, and intranet content updates.

User Interface Engineer

Lutris Technologies, Inc.

Dates 3/2000 to 4/2001

Lutris Technologies, Inc. was an open source software and services company that worked with such companies as Kinko's, Roxio and Customatix. In my capacity as a User Interface Engineer, I worked in the consulting division's creative department. My responsibilities included web page development using HTML, CSS, JavaScript, Flash and content management for several large client and internal web projects. I also designed and developed web banners, technical diagrams, marketing collateral, and tradeshow signs.

Skills:

Acrobat, Access, AdWords, AJAX, Analytics, Apache, Axure, BBEdit, Bootstrap, ColdFusion, CSS, Dreamweaver, Drupal, DVD Studio Pro, Excel, Filemaker Pro, Final Cut Pro, Flash, HTML, Illustrator, InDesign, Internet Information Server, JavaScript, Joomla!, jQuery, Mac OS X, MySQL, Outlook, Photoshop, PHP, PowerPoint, Premiere, QuarkXPress, RWD, Sass, SharePoint, Sound Forge, Windows, Word, WordPress, XML

Education:

Bachelor of Arts degree in Art -- 1997

University of California, Santa Cruz