

Gabriel Ripley
428 S. Lincoln Ave, Sandpoint, ID 83864
(208) 597-6028
gabe@beyonddesign.net
www.beyonddesign.net

EDUCATION **BS, Graphic Design** 2000
Oregon State University, Corvallis, Oregon

EXPERIENCE **Web Master, Designer** 2000 – Present
beyonddesign, Freelance

- Website concepting, design, and development
- Print and promotional materials
- Technical support (computer setup, repair, training)

Web Graphic Designer, UX Designer 2006 – June 2014
Coldwater Creek, Inc., Sandpoint, Idaho

- Brand and promotional advertising design (website, mobile, email, affiliate)
- Wire frames, use case and site flow diagrams, user interface designs
- Rough draft web-based prototypes (standard and mobile)
- Site and email design template maintenance

Catalog Production Designer 2005 – 2006
Coldwater Creek, Inc., Sandpoint, Idaho

- Content assembly, first pass layouts for multiple product lines
- Process and workflow improvement through development of automation tools
- Built web-based photography, change request tracking tool

Web Graphic Designer, Direct and Affiliate Marketing 2000 – 2005
Coldwater Creek, Inc., Sandpoint, Idaho

- Lead design for online advertising (Flash and static banner ads, e-mails, landing pages, homepages, mini sites, and print materials)
- Image production (compositing, general cleanup, web preparation)

Computer Lab Assistant 1996 – 2000
Oregon State University, Computer Science Department

- Supervised and provided expert assistance to lab patrons
- Computer hardware and software maintenance

SKILLS

- Well-versed in technologies and languages related to front-end web development, including XHTML, CSS, PHP, MySQL, some Javascript/jQuery, Flash
- Extensive experience with WordPress and community generated add-ons (examples: CMS enhancements, shopping carts, form processors)
- Fully proficient with Adobe's Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat)
- Adept with hardware and software in the Macintosh environment, working knowledge of numerous other platforms including Windows, Linux, Android, iOS
- AppleScript/Automator process and workflow automation, productivity enhancement