

Creative Director ♦ Senior Web Designer ♦ User Interface Specialist

John P. Noonan ♦ john@johnnoonan.com ♦ 610.392.9936

Professional Profile

- Award-winning Creative Director with proven ability to transform concepts into online, interactive reality; utilizing technical skills and problem solving abilities to assess end-user needs, develop solutions, and deliver revenue-enhancing, customer-focused web sites.
- Savvy web professional with eight years experience in:
 - ♦ Web Graphic Design
 - ♦ Usability Design
 - ♦ Usability Analysis & Testing
 - ♦ Project Management
 - ♦ XHTML/DHTML/CSS
 - ♦ Site Construction
 - ♦ Content Management Systems
 - ♦ Flash Development
 - ♦ Web Analytics
 - ♦ Online Marketing
 - ♦ Search Engine Strategies
 - ♦ E-mail Campaigns

"John is the UI designer everyone looks for - he understands what you want and executes it quickly and easily. He is professional while bringing good humor and an easy going approach to his projects."

- Matt Leopold, Marketing Manager, IKON Office Solutions

Advanced Computer & Technology Skills

- ♦ Microsoft Office Applications
- ♦ Adobe Photoshop & ImageReady
- ♦ Macromedia Dreamweaver
- ♦ Web Analytics Tools
- ♦ Adobe Illustrator
- ♦ xHTML
- ♦ CSS
- ♦ Macromedia Flash
- ♦ SEO Tools
- ♦ Joomla CMS
- ♦ DHTML
- ♦ JavaScript
- ♦ Macromedia Fireworks
- ♦ FTP Applications
- ♦ Microsoft Visio

Work Samples

A larger portfolio of my work can be viewed at <http://www.johnnoonan.com>.

<http://www.ikon.com>

<http://www.officefurniture.com>

<http://www.smallgrouphelp.com>

<http://www.themeliorgroup.com>

<http://www.ikonsupplies.com>

<http://www.officechairs.com>

<http://www.executivepastoronline.com>

<http://timelessfashion.elle.com>

Education & Training

Noble Desktop

Advanced Flash MX Training

New York, NY

Winter 2003

Vignette

Fundamentals of Application Development using TCL-FTCL

Vignette Village, TX

Spring 2001

Penn State University

B.S. Degree in Marketing

State College, PA

Graduated Spring 1999

Work History

Creative Director

True Blue Media, LLC

September 2005 to Present

Royersford, PA

- Oversee the creation of wireframes, layouts, and designs for multiple clients and make sure the creative concepts are transformed into online, interactive reality.
- Provide overall creative leadership for the company and manage the creative team.
- Build positive environment for the development of highest quality creative output.
- Responsible for attraction, recruitment and retention of top creative talent.
- Represent the agency as senior creative officer to clients, management and industry.
- Oversee the design and development of websites and online advertising.
- Develop and implement search engine optimization strategies and web analytics for multiple clients.

User Interface Specialist & Lead Web Designer

IKON Office Solutions

June 2004 to September 2005

Malvern, PA

- Created wireframes, site layout, navigation, and process flow diagrams based upon business requirements and the best user experience.
- Developed parameters for usability testing and conducted usability studies with small focus groups.
- Designed and built multiple user interfaces.
- Wrote business and technical requirements for multiple online projects.
- Developed plan for natural search engine optimization, implemented and tracked progress.
- Wrote a plan for web analytics and implemented traffic reporting for multiple online properties.

Senior Online Producer

Rodale Inc.

November 2003 to June 2004

Emmaus, PA

- Managed projects that earned over four million dollars in revenue and worked with such advertisers as Honda®, Snickers®, Ford®, Nature Valley®, Sony®, Best Buy®, and others.
- Directed designers and programmers, and worked closely with the marketing and editorial staff.
- Developed and implemented search engine optimization strategies.
- Identified similar content and marketing needs and revised our company's relational database to create efficiencies across all magazine titles.
- Tracked revenue and traffic progressions across multiple brands.
- Wrote a plan for web analytics and implemented traffic reporting for multiple online properties.
- Conducted an online situation analysis, evaluated strengths and weaknesses, and revised business plans to match the constantly changing online environment.

Online Producer

Rodale Inc.

November 2000 to November 2003

Emmaus, PA

- Managed the entire lifecycle of many online projects.
- Determined the needs of our clients, established deliverables and timelines, coordinated meetings, wrote technical specifications, and oversaw the design and development.
- Redesigned several web sites to increase usability and visual appeal.
- Migrated sites into content management systems that utilized relational databases.
- Created 12 special advertising sections, and integrated four new commerce partners.
- Created online sales training materials and instructed sales teams concerning web site capabilities.

Online Intern

Rodale Inc.

October 1999 to November 2000

Emmaus, PA

- Created and conducted online promotional strategies, including search engine and directory submissions.
- Established affiliations and strategic partnerships to further the site's e-commerce capabilities.
- Designed and programmed sections of the web site.