



## WEB DESIGN DEVELOPMENT MOTION GRAPHICS

## SUMMARY

Looking to use my skills and experience in responsive web design and front-end development to influence the standard and importance of mobile website usability. Transition into the workflow of a creative team while leading the way on small to large scale projects.

## EXPERIENCE

### June 2014 - Present

Senior Front-End Developer | Web Designer,  
Philadelphia University, Office of Marketing and Public Relations  
Philadelphia, PA  
[www.PhilaU.edu](http://www.PhilaU.edu)

Directly responsible for the majority of front-end development and web design across the Philadelphia University domain.

Trained and mentored teammates on the implementation and organization of templates and style-guides throughout our Content Management System.

Led large front-end projects to a timely and successful completion with the use of proper project management.

### May 2010 - June 2014

Web Designer/Developer,  
Philadelphia University, Office of Marketing and Public Relations  
Philadelphia, PA  
[www.PhilaU.edu](http://www.PhilaU.edu)

Pursued and implemented responsive design solutions for an increasingly growing mobile audience.

Routinely developed and evaluated code to insure compatibility across browsers and devices.

Led the design and development of several critical university websites which resulted in increased traffic and reduced bounce rates. (ie. Undergraduate Admissions for period 2.15.13 - 5.14.13 while compared to same period in 2012: 352% increase of total unique pageviews of the homepage. Decreased bounce rate from 29.82% to 1.6%.)

Utilized skills in animation from storyboarding, motion graphics to rendering.

### May 2005 - August 2009

Intern/Draftsman,  
Michael Graeff Architect Inc. Solebury Township, PA

Took part in the planning and production of schematic designs, design development, and construction documentation for small-scale/large-scale, residential and commercial projects while meeting key deadlines.

Created both 3D and 2D color presentations of proposed designs that were used during client and township meetings, and became an essential team member on multiple projects.

### Matt Goebner

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## SKILLS

### Software Packages

Adobe Creative Suite, Microsoft Office

### HTML Editors

Dreamweaver, Text Wrangler, Sharepoint, Notepad++

### Video Editing/Motion Graphics

After Effects, Final Cut Pro

### 3D Modeling

AutoCAD, 3D Studio Max, Maya 2010

### CMS

Hannon Hill Cascade Server, WordPress, Joomla, Drupal

### Programing Languages

HTML/HTML 5, DHTML, XHTML, XML, CSS/CSS3, JavaScript, JQuery, Json, .asp, .aspx, .php, ActionScript 2.0-3.0, Processing

### Other Skills

Responsive Web Design, Cross-browser compatibility, Agile Methodologies, Analytics, UX/UI Design

## AWARDS

2013 WMA "Outstanding Website" Web Award (Philadelphia University: College of Science, Health and the Liberal Arts)

2013 WMA "University Standard of Excellence" Web Award (Philadelphia University: Undergraduate Admissions)

2013 WMA "University Standard of Excellence" Web Award (Philadelphia University: Homepage)

Selected for 2013 Philadelphia Design Awards, AIGA Philadelphia

2012 University and College Designers Association 42nd Annual Design Competition "Award of Excellence"