

# Ena Zefram

Web Producer, Web Designer, Integrator, Content Analyst, Project Manager

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**With over 11 years of award-winning Web Design experience showcasing over 100 web sites and a uniquely skilled and hands-on approach to web development, I am looking for a creative, stimulating workplace where people think outside of the box.**

## HIGHLIGHTS AND QUALIFICATIONS

- Bachelor of Fine Arts Degree
- Redesigned and updated web sites which resulted in double unique visitors.
- Collaborated on a government award winning database-driven web-based diagnostic system.
- Adept at bridging the gap between layperson clients and high-end technology.
- Analysis of content for best navigation and user experience. Integration of content, graphics and information architecture.
- Experienced management and development of web sites, HTML and Flash application interfaces, as well as layouts for administrative content management systems.
- Excel at seamlessly combining graphics created in Adobe PhotoShop with HTML, CSS, JavaScript and Flash technologies
- Excellent communication skills, attention to detail and understanding of content flow and navigation logic.
- Optimization of graphics in Photoshop and Flash for the web producing quicker-loading websites that reflow to different monitor sizes.
- Have worked on bilingual web sites in French, German and Spanish.

## TECHNICAL SKILLS

Adobe PhotoShop 7.0 / CS2 / CS3  
Adobe ImageReady 7.0 / CS2  
Macromedia Dreamweaver MX / 8.0  
Some Adobe Illustrator 10  
Macromedia Flash 5.0 / MX / 8  
Macromedia Flash Components  
Adobe Acrobat

HTML / XHTML / DHTML  
JavaScript  
Cascading Style Sheets (CSS)  
Red Dot CMS  
Basic PHP  
Paint Shop Pro 6  
Some Microsoft Office

CD-ROM Production  
Some Cold Fusion  
Macromedia HomeSite  
Web Animation  
WS-FTP Pro  
Some wav file editing  
Voiceover Recording

## WORK EXPERIENCE

**Web Producer & Designer / Integrator / Content Analyst / Project Manager** January 2010 – current  
California Administrative Office of the Courts (contract position)

### Responsibilities:

- Content analysis for navigation, layout and presentation of information.
- Migrate content into new website using the Red Dot Content Management System.
- Provide graphics for State Courts website, partner sites as well as County Superior Court sites.
- Co-manage and monitor progress of site redesign projects for multiple county courthouses.
- Adapt custom prepared templates and building brand new sites for trial courts.
- Update website pages for county and state court websites. Assist with maximizing content for the web.

- Creating wireframe templates for superior courts to facilitate organized content for migration.
- Working with third party vendors and their development teams to achieve best possible results for courts staff.

**Major Accomplishments:**

- Organizing over 800 pages of content for the Self-Help section of the California Courts website into a logical information architecture for ease of navigation.
- Working with a committed team to enter hundreds of pages of content into a new system.
- Clean up pre-made templates and produce a Version 1.2 set of patches for trial courts already using templates.
- Voiceover recording for new launch website tour.

**Web Designer-Developer / Web Project Manager** May 2007 – January 2009  
Mike Priestner Automotive Group

**Responsibilities:**

- Redeveloped pre-existing templates so they function properly in Internet Explorer, FireFox and Safari.
- Managed over 15 dealership sites and several main corporate sites.
- Communicated with general managers of all dealerships regarding regular content updates.
- Contacted newspapers and updated web site advertising on a weekly basis. Kept sites up-to-date with national promotions.
- Adapted print graphics for web-based designs for advertising campaigns.
- Developed Flash slideshows to showcase sales and key features available to visitors.
- Streamlined design, templates, coding and shared styles across all dealership sites.

**Major Accomplishments:**

Increased Visibility on the Internet:

- Between October 2007 and April 2008 many dealership sites' unique visitors had doubled.
- Sites which initially had no results on search engines finally appeared in the first few pages. By spring 2008, with the assistance of radio and print advertising, some dealerships reached the top 3 in searches (primarily by location and vehicle make).

Improved Coordination of Web Content from Dealerships:

- Engaged General Managers of dealerships for better communication thus improving value to the web sites' promotional features.

**Web Designer** September 2006 – March 2007  
Redman Technologies Inc.

**Responsibilities:**

- Upgraded Realtor and Real Estate office web sites from Cold Fusion to PHP.
- Designed custom templates to work with database and content management system.
- Created graphic custom headers for realtors using template site designs.
- Tested and updated default content template layout, links and functionality.
- Coordinated with design and programmer teams to create new sites.

**Web Designer-Developer / Web Project Manager** January 2000 – September 2006  
Cricket Works Design Group Inc.

**Responsibilities:**

- Created and maintained web sites for the widest possible audience.
- Functional designs that automatically resize for display on any monitor or browser.
- Established graphic interface templates for content management systems.
- Organized web content into efficient web site navigational structure.
- Assisted clients in becoming more familiar with the Internet.
- Designed and managed a range of government and corporate web sites.

**Major Project Accomplishments:**

Alberta Forest Protection, Sustainable Resource Development (SRD)

- Redesigned and built both of Forest Protection's massive External and Internal web sites, integrating them into the predetermined SRD web format and global government standards.
- Updated the Alberta Forest Protection's 'Wildfires in the News' section and Alberta Fire Bans on an on-call basis during the fire seasons in 2002 and 2003. Responsible for receiving news releases, bulletins, fire bans, ministerial orders, maps and fire images and updated the Internal and External sites as needed.

Alberta Forest Health, SRD

- In an extensive six month project, collaborated with a Flash Action Script programmer to create this interactive, database-driven diagnostic program called "The Forest Health Pest Damage Diagnostic System" - an online tool for diagnosing damage to trees in Alberta
- Designed the entire graphic interface using PhotoShop, Flash and Flash Components, and used Flash Remoting connecting to data provided by SRD and the Canadian Forest Service.
- Received the Deputy Minister's Award, March 16, 2005 for the above site.
- Reorganized, redesigned and developed the Forest Health External web site. Designed a 'look' to unify the site's many subsections. Updated the navigation to manage the site's expansive amount of content, maps and scientific data.

Alberta Economic Development (AED)

- Redesigned and built the HTML layout for the Department of Economic Development web site. Using advanced HTML, CSS and PhotoShop techniques, seamlessly created a web design to adhere to very strict expectations from the client.
- Created all graphics and HTML for the following AED sub-sites: Alberta Economic Development Authority (AEDA), Alberta-London Office, Alberta-Taiwan Office, Alberta-Mexico Office, AEDA Extranet Gateway
- Designed and animated the user interface screens and screensavers AED's industry sector kiosks made available to the public during the 2001 IAAF World Championships in Athletics.

The Bighorn Backcountry, SRD

- Initiated an action plan and acted as an intermediary between management and map specialist staff to facilitate the launch of the Bighorn Backcountry Brochure on the web. In order to meet a strict deadline, implemented a plan, communicated with their technical staff and developed a special graphic technique to bring the brochure's essential maps and charts to the web site, ensuring internet usability without compromising quality.