

Edward A. Goas, M.S.

Telephone: (201) 819.9687
Email : Ted@TedGoas.com
Website : www.TedGoas.com

Address:
845 Robinwood Road
Township of Washington, NJ 07676

SUMMARY

A website designer and developer with eight years experience, covering the creation of all aspects of results-driven websites. Special expertise in web standards and user experience design. Experienced in managing projects and clients. Strong self development, training, and mentoring skills. Currently involved in web projects projecting over 120% improvement in a sixth month period. Well-developed problem-solving skills and attention to detail. Thrives in a fast-paced environment, handling multiple projects and responsibilities.

My objective is to gain employment in the field of web production, usability, and design. My primary objective is to obtain a management or senior position in the field which uses my skill and experience as a designer, developer, and project & staff manager.

Although the address above indicates I currently live in Arizona where I earned my graduate degree, I am permanently returning to the New York / New Jersey metro area to continue my career.

EXPERIENCE

INSIGHT - Tempe, AZ

Senior Web Designer: 2007 - Present

Upon completion of a Master of Science Degree at UAT, I began working as a web designer and subject matter expert in web design and usability for Insight. I **oversee a team of designers and contractors**, managing project workflow, branding, functionality, and usability. My responsibilities include evaluating and recommending opportunities for improvement focused on Insight's internet marketing projects, primarily for North America. I work in a **cross-functional environment**, often being the first point of contact with co-workers outside of the creative department. I am in charge of creating effective, results-driven websites, emails, and other marketing collateral. I frequently presented and quantified web projects and their results to senior management. My problem-solving skills are used on a daily basis.

- Raised website traffic by 15% in my first seven months at the company.
- Reorganized web production schedules to bring all work in-house, saving the company approximately \$5,000 over a five month period.
- Created a new HTML template for a weekly email campaign, raising its recipient click-through rates by 73%.
- Increased average open rates for all emails by 25%. Raised average click-through rates from less than 1% to almost 4%. Subscribers lists grew by 68%.
- Created, tested, implemented, and documented a corporate-branded CSS framework, ensuring consistency and reducing development time of web pages.
- Brought the department back on schedule from three months of back-logged projects, completing over 200 total projects in eight months.

INDEPENDENT CONTRACT WORK - Tempe, AZ

Web Development and Strategy Consultant: 2006 - Present

I continued working with Latin Percussion as a web development contractor. I created **several large-scale websites**, including the corporate website. Other projects included the creation of another large brand site as well as a custom "MySpace" page.

Toca, another major brand website maintained by LP. I helped created a custom JavaScript framework. Usability and accessibility features were assessed and implemented into the final deliverables. I project managed every phase of each project.

I've also worked with Project Center, using the client's existing code to redesign the website interface and bring important Call-To-Action items to the forefront and driving business requests.

UNIVERSITY OF ADVANCING TECHNOLOGY - Tempe, AZ
Education Assistant: 2007

My responsibilities involved research and development of course materials, online course shell development and monitoring, and grading. These services were performed for all faculty members over multiple subjects.

TERRALEVER, LLC - Tempe, AZ
Production Artist Consultant: 2006 - 2007

While attending graduate school, I was a product artist consultant (or front-end architect) for Terralever, an online marketing consulting agency in Tempe, Az. I worked on projects for clients such as Red Bull, NASA, and Catholic Charities. I worked heavily in (X)HTML, CSS, JavaScript, XML, and template-based environments. I also worked with C#, VB.net, PHP, and Flash Action Scripts. Problem solving, timelines, budgets, attention to detail, project management, web standards, search engine optimization, working independently, and self development were stressed and used daily. **Pixel-perfect detail** across several major browsers was required. The work environment was **fast-paced and profit-oriented**. My position required interaction with executive management and clients (including on-site client training).

First in company to master SiFR text replacement, deconcept standards-compliant flash embedding, and dynamic website templates for use in client deliverables. I then trained my peers on these techniques for future client projects.

LATIN PERCUSSION - Garfield, NJ
Website and Audio Video Designer: 2003 - 2005

At LP, I was responsible for updating, optimizing, and maintaining ten public websites. I also handled email advertising campaigns, including database management. Independently, I created revenue and saved outsourcing expenses by taking on the additional responsibilities of audio/video editing, Mac/PC/Server troubleshooting, and copywriting.

UNITED RETAIL GROUP, INC. - Rochelle Park, NJ
Graphic Designer : 2001 - 2003

I was responsible for designing web pages for corporate sites, design and deployment of customer emails for several mailing lists, and general maintenance of corporate projects both online and offline (ranging from direct mail pieces to full-media presentations).

- Brought the production of 1,000+ product image sets and the web-based annual report in house, **saving the company approximately \$10,000** in outsourcing fees.

EDUCATION

Bachelor of Science - Information Technology, focus on multimedia
Marist College, Poughkeepsie, NY, May, 2001
Recipient of a Marist College Merit Scholarship Award

Master of Science - Technology Management (*Cum Laude*)
University of Advancing Technology, Tempe, AZ – April, 2007

Keywords

User experience, UX, web standards, web design, graphic design, usability, accessibility, project management, web strategy, creative, marketing, advertising, email marketing, HTML, CSS, JavaScript, PHP, XML, AJAX, DHTML, Photoshop, Dreamweaver, hand code, cross-browser, Adobe, video, copywriting, blog, search engine optimization (SEO), search engine management (SEM).