

# SARALYN NICHOLSON

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A&E Biography

Adam Smith

Deutsche Bank

Etrana

FCBI

McGraw Hill

The History Channel

GuardHill Financial

Improv-Tech

Jordan Anderson

MyTVshop

NASDAQ

TDWaterhouse

Westvaco

Worth

## OBJECTIVE

To become part of a team of open-minded, creative individuals who thrive on translating ideas into reality.

## QUALIFICATIONS

- >> Knowledge of current rich media technologies and their relevant applications.
- >> Excited by design and technology on the web and where it could lead.
- >> Strong conceptual graphic design and typographic skills.
- >> Responsible for meeting project deadlines without sacrificing quality.
- >> Excellent communication skills with experience in client-service.

## EXPERIENCE

### Senior Designer, Etrana, Inc., New York (5/2001 - Present)

Responsible for creation of layouts emphasizing usability for a web-based procurement system. Designed and coded brochure site and product tours. Worked closely with product manager to ensure designs were completed on time. Also worked with clients on helping upgrade their current brochure sites and intranets. Website: [www.etrana.com](http://www.etrana.com).

### Multimedia Director, Chyron Corporation, New York (1/2001 - 3/2001)

Intercity Development was bought by Chyron Corporation in January 2001. Was promoted to Multimedia Director. Responsibilities included setting standards for creation of multimedia content, communicating with clients, developing estimates, creating and producing multimedia content for web sites, kiosks, and CD-ROMs. Projects include:

#### Chyron Corporation / Sales CD

Designed and programmed CD-ROM for Chyron Digital Media Services division.

### Project Manager, Intercity Development, New York (8/1999 - 1/2001)

Promoted in August 1999 to project manager. Responsible for day-to-day management of high-profile projects ranging from CD-ROMs to web sites. In charge of design and production staff, developing project specifications, budgeting, and maintaining professional rapport with clients. Also designed, programmed, and produced when necessary to meet deadlines. Clients include:

#### TD Waterhouse / Changing Jobs or Retiring CD-ROM

Responsible for the full creation of educational CD including design, programming, and management.

#### Arts & Entertainment Network

Designed, produced, and managed development of banner ads and splash pages for A&E's Biography series and the original movie presentation of *Thin Air*; also The History Channel's History of Basketball and Great American Quiz Show series.

#### Worth Interactive / [www.worthinteractive.com](http://www.worthinteractive.com)

In charge of managing the Worth Interactive preview site. Worked as mediator between Worth's internal design team and my own team to develop a site aimed at high net worth clients and charitable giving.

### Producer, Intercity Development, New York (1/1999 - 8/1999)

Responsible for creating and producing various sites and programming of CD-ROM. Maintained excellent communication with clients and ensured all projects deadlines were met—completed to specification and within budget. Clients include:

#### Westvaco / [www.westvaco.com](http://www.westvaco.com)

Designed and built carbon section of Westvaco site.

#### MyTVShop / [www.mytvshop.com](http://www.mytvshop.com)

Responsible for collecting and assembling all content for site. Created web graphics, coded pages, and updated on a weekly basis.

#### Glencoe/McGraw Hill / Writer's Assistant Tutorial CD-ROM for High School and Middle School

Programmed highly detailed educational CD.

### Designer, Time Inc. New Media, New York (6/1998 - 11/1998)

Responsible for creating homepage tiles to accompany current entertainment and news stories on [pathfinder.com](http://pathfinder.com). Created graphics for breaking news stories for [time.com](http://time.com). Designed 1998 Emmy Awards section.

## EDUCATION

### Bachelor's Degree, School of Visual Arts, New York (5/1999)

Bachelor of Fine Arts in Interactive Design. Graduated with 3.8 GPA.

## COMPUTER SKILLS

Photoshop, ImageReady, Illustrator, QuarkXPress, Flash, Director + lingo, HTML (hand coding), javascript, CGI Implementation, CSS, Infini-D, Microsoft Word/Excel, Mac OS, Windows.