

Karri Chamberlain

532 Leland Ave.
San Jose, CA 95128
karri@karrichamberlain.com

Home 408-295-9229
Cell 408-458-0923
www.karrichamberlain.com

PROFESSIONAL SUMMARY

Innovative, result-driven Senior Web Designer, Webmaster & Web Strategist with 8+ years of solid experience launching Websites, Intranets and Extranets for diverse companies and start-ups. Highly skilled using Dreamweaver, FrontPage, Photoshop and Illustrator, hand-coded HTML, CSS, Content Management systems and SQL Server database back-ends. Expertise in information architecture, site navigation and page layout design.

Proficient building dynamic Web content using server-side scripting technologies (ASP/IIS and PHP/Apache). Strong graphic design skills, with ability to produce multi-media projects for large-scale tradeshows, e-marketing tools, Flash demos and graphic animations. Successful in managing digital assets and creating master templates for imagery and content.

- Track record of establishing consistent, content-rich Web design and Web-based workflows, applying knowledge of industry best practices and usability standards to ensure a high-quality user experience.
- Adept at streamlining Website performance, traffic analysis and reporting.
- Excellent analytical, communication and problem solving skills.
- Infinitely curious with a passion for technology.
- Consensus builder, with ability to generate momentum and foster good working relationships with cross-functional teams and departments.
- Top performer, who thrives in an intelligent, collaborative and goal-oriented environment.

TECHNICAL SKILLS

Development/Tools: HTML, Dreamweaver, PhotoShop, ImageReady, Illustrator, ASP, PHP, Fireworks, Flash and Premiere.
Databases: MS SQL Server, MySQL, Access, FileMaker Pro
Platforms/Servers: Windows, Mac, Linux, IIS, Apache
Software: MS Office Suite, Microsoft CMS/SharePoint

PROFESSIONAL EXPERIENCE

Trend Micro, Inc., Cupertino, CA **02/2004 – Present**
Web Content Specialist/Contractor (www.trendmicro.com) **6+ months**

As the dedicated Web resource to the North America business unit, execute Web marketing programs and promotional campaigns for a diverse target audience. Enhance, design and publish all content for the US-owned portions of the corporate Website and regional Intranet. Webmaster for US secure PartnerWeb.

- Execution on email marketing campaigns, lead generation/capture and data integrity/analysis.
- Produce Web templates and graphics for Web, brand and product promotion.
- Drive and measure Website traffic.
- Support all channel marketing programs.

Key Accomplishments:

- Establish new working relationships with IS Services group, creating more options for US marketing activities using new technology and IT resources.
- Skillfully developed/launched US-based newsletters and customer Webcasts.
- Effectively collaborated with varied departments, business units and cultures.
- Webmaster for the secure partner Website.

Freelance Web Designer
Various Projects

10/2003 – 02/2004
5 months

Apple Computer. Short-term contract for OS X Server Engineering Management Group.

- 3-week project to design a custom web-based tool for tracking change and enhancement requests for the Engineering Project Managers.

The Resultants, Inc.: Website design project.

- Freelance project to design and build a new website for www.resultants.com.

Blue Pumpkin Software, Inc., Sunnyvale, CA
Webmaster Web Strategist (www.bluepumpkin.com)

09/2001 – 10/2003
2 years 2 months

Charged with re-designing the corporate Website, constructing an Intranet and managing a secured Partner Extranet for an advanced start-up. Oversaw the company's online presence from a branding and interface perspective.

- Supported e-marketing efforts, including vendor assessment and contact database management.
- Contributed to technical deployment and strategic planning; consulted with departments to employ a unified presentation, determine best practices and establish a design standard for all Web content.
- Effectively mentored junior team members.
- Performed maintenance and application updates to the Web servers.
- Implemented Website updates, ensuring deadlines and company standards for quality and style were met.

Key Accomplishments:

- As Project Manager, researched, designed and developed an Intranet and re-engineered the entire corporate site to its current look and feel.
 - Interviewed major players and conducted ad-hoc usability studies, generating formal requirements and functional specifications for the site.
 - Partnered with IT to locate, assess, install and configure a content management solution (CMS) as well as develop information architecture.
 - Built prototypes for test-driving CMS candidate applications.
 - Oversaw storyboard and design sketches; producing mock-ups for each.
 - Produced ASP templates and integrated the ASP "skin" using VB scripting, producing a database-driven Website with distributed content authorship capabilities and content management platform.
- Founded a Web Council, comprised of content providers for all Websites, facilitating education/prioritization of Web-based efforts across the country.
- Captured, tracked and prioritized all Web requests, leading to development of a Web-based ticketing system with a database backend (FileMaker Pro). Allowed content providers to track and manage their requests online.
- Designed and produced a tradeshow theater presentation, resulting in significant cost savings. Core contributor to creative direction and static art concept, coding the final product.
- Directed field marketing campaign strategies to establish consistent Web design and Web-based workflows.

Collabria, Inc., San Mateo, CA
Webmaster

04/2000 – 06/2001
1 year 3 months

Supplied comprehensive strategic planning, content development and day-to-day maintenance of corporate Website and Intranet for start-up firm. Executed all Web marketing campaigns and strategies, from creative art direction and technical deployment through post-mortem analysis.

- Prioritized and planned workflow for implementation of Website updates, special features and additions.
- Mentored junior Web designers and HTML coders.

Key Accomplishments:

- Brought multi-media design projects in-house, delivering content-rich Flash and HTML productions for marketing and sales teams.
- Partnered with marketing to develop best practices and establish a design standard for all new content; worked with developers to ensure synergy of design and function.
- Active member of the Change Review Board until company closed its doors.

Cayenne Communications, Portola Valley, CA **01/2000 – 03/2000**
Webmaster (www.cayenne.com) **3 months**

Developed Website for start-up to announce new Web development services and showcase customer success stories. Also functioned in an IT/Helpdesk role, providing technical support to employees.

Key Accomplishment:

- In addition to producing the company's first Website, completely managed the site structure and server performance as a full-time telecommuter.

Numerical Technologies, Sunnyvale, CA **03/1998 – 01/2000**
Webmaster & DBA (www.numeritech.com) **1 year 11 months**

Constructed Website for rapidly growing start-up, collaborating with corporate communications and technical marketing teams to develop content.

- Maintained and administrated onsite Web server (Netscape and IIS).
- Instrumental in attending industry tradeshows.

Key Accomplishments:

- Spearheaded creation of a Web development team to successfully revamp the entire Website, including secure customer areas.
- Installed and administrated enterprise management database and supported custom development, end-user training and support.
- Promoted to Webmaster after one year.

Claris Corporation (now FileMaker, Inc.), Santa Clara, CA **02/1996 – 02/1998**
Technical Support Specialist I **2 years**

Supplied custom Web publishing, relational database design, cross-platform network configuration and Windows NT4/9x troubleshooting. Provided Tier 1 & 2 phone support for Windows platform products, with emphasis on Filemaker Pro.

Key Accomplishment:

- Fulfilled multiple critical roles for many teams within the support organization, including Senior Windows Technical Editor for TechInfo Team (Claris' global online knowledge base), Senior Windows Agent for the Claris Works Team, and Windows Technical Advisor to Online Marketing Management Team.

OOCL, Santa Clara, CA **06/1995 – 01/1996**
Contract Asst. Webmaster (www.oocl.com) **8 months**

Effectively designed/maintained Web pages and graphics design through extensive use of HTML. Created the front-end pages for online scheduling/ordering system.

Key Accomplishment:

- Converted all marketing collateral, brochures and data sheets to HTML.

PROFESSIONAL TRAINING

On-site Flash 4 training, 32 hours of Beginning & Intermediate Courses, 2000
 On-site XML/XSL training, 40 hours of Beginning & Intermediate Courses, 2000
 San Jose State University Professional Development, 1999 —
JavaScript Foundations, Java for Non-Programmers, Intro to CGI Programming

EDUCATION

University of California at Santa Barbara
 B.A., Physical Anthropology, 06/1994

INTERESTS

Reading books, fiction and non.
 Computers and internet technology.
 Digital photography. Analog music.
 Stand-up comedy. Sit-down dinners.
 Learning how to be a new homeowner.
 Clean living and good Feng Shui (see previous item).