

Debra Norslien

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Professional Skills

Software

Photoshop, Illustrator, Fireworks, Dreamweaver, Flash, Notepad++, Zend Studio, TextWrangler, CVS, phpMyAdmin, RT, Wordpress, EmailDirect, Google Analytics, InDesign, Microsoft Office, SmartSheet

Languages

Proficient: Hand-coding CSS, HTML
Familiar: PHP, SQL, Javascript, jQuery

Expertise

Web standards and optimization, cross-browser compatibility, email marketing best practices and cross-client compatibility.

Employment

2015 – Present

Lead Web Designer

Full Compass Systems - Madison, WI

- In addition to the responsibilities of the Web Designer, the lead role oversees the front end design and coordinates web projects with appropriate team members.
- Identify new opportunities, including leading the development of a user testing program.
- Develop process documentation for training employees.

2003 – 2015

Web Designer

Full Compass Systems - Madison, WI

- Design and develop look and feel of Full Compass and FDW Corp company websites utilizing Fireworks, Photoshop, HTML, CSS, PHP and Javascript.
- Responsible for testing and troubleshooting of site projects and ensuring cross-browser compatibility.
- Collaborate with web developers on project implementation and launch.
- Led research, discovery and transition to third party email service provider from in-house system.
- Design, develop and send email marketing communications.
- Create static and Flash advertising banners for external publications adhering to their individual specifications.

2002 – 2003

Quality Assurance/Data Entry

Great Lakes Higher Education - Madison, WI

- Reviewed and corrected loan applications prior to final approval.
- Assisted in reducing backlog and increasing output of approved loans.

1999 – 2002

Graphic Artist

Sortis Internet Services, LLC. - Madison, WI

- Worked with client to plan, develop and produce their site.
- Designed and developed sites on both Mac and PC platforms.
- Assisted in training the client in how to maintain the content of their site.

Education

1996 – 2000

BA (Magna Cum Laude) Graphic Design & Art

Edgewood College - Madison, WI

- Recipient of 2000 Edgewood College Certificate for Outstanding Student Achievement for Art and Graphic Design

References available upon request