

# Jewell Clark

## PHILOSOPHY

To create outstanding web sites with simple yet elegant code that perfectly fit my client's needs. Web sites are about communication and I design and code to that end. They should be visually attractive, easy to navigate and find the information the viewer is looking for and they should function quickly and cleanly, i.e. the back-end code should be as beautifully written as the visual design the viewer sees.

## EXPERIENCE/ SKILLS

2009- present

### **Retail Website Administrator**- *Heard Museum Online Shop*

Duties include photographing and correcting images, writing sales copy, website re-design (in process), customer service, e-commerce

2005- present

### **Freelance Web Designer/ Graphic Designer**- *MadMaudlin Digital Design*

Planning, design and implementation of complete, custom web sites with dynamic content

Create custom templates using Dreamweaver

Hand coding in HTML/ XHTML and CSS

Using and altering Javascript as needed

Design with standards compliant code with emphasis on browser compatibility, accessibility and search engine optimization (TITLE & META tags and page content)

Working with FTP and server side control panels

Image optimization for print and web for logo design, rollovers, textures, etc.

Testing with multiple browsers and operating systems to ensure browser compatibility

### **Web Projects Include:**

*jewelclark.com*- Personal site showcasing my jewelry and metals career

*makerworkshops.com*- Annual metals and jewelry education and workshops event

*thebeadoctor.com*- Bead artist Georgeann Polansky

*macjewelryclasses.com*- support site for metals and jewelry classes at the Mesa Arts Center

*refrac.com*- Industrial metal fabrication

## SOFTWARE/ COMPUTER EXPERIENCE

### **Adobe Creative Suite**

Photoshop, Illustrator, Dreamweaver (expert/ highly experienced)

Flash (working knowledge- AS2)

### **Microsoft Office**

Word (highly proficient)

Excel (proficient)

Access (proficient)

Power Point (highly proficient)

### **OS**

Windows 98/ 2000/ XP Pro (highly proficient)/ OS X (somewhat proficient)

### **OTHER**

Software installation and updating

Windows OS maintenance: file clean-up, hard drive defragmentation, driver updates

Upgrades and installations: CD/DVD drives, hard drives, RAM, power supplies, video/ sound cards, printers/ scanners, external drives

Various anti-virus programs: virus/ malware scans, firewall maintenance

## EDUCATION

**Bachelor of Fine Art**- University of Texas, Austin

**Masters of Fine Art**- University of North Texas, Denton

Minor in animation and graphic design

Teaching Fellow in graphic design

**Associate of Arts**- University of Advancing Technology- Tempe, AZ

Emphasis in 3d animation, graphic and web design

special honors: Summa Cum Laude