

SHAWN TORRES

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Profile/ Objective

A goal oriented and experienced designer who enjoys building well-crafted, highly functional websites; An individual who understands the challenges of both the front user interface and back end integration. Who can bridge both great design and code in any given project. Willing to work hard, utilize best practices, learn from others and collaborate while striving for superlative outcomes in terms of quality, costs and performance.

Skills

- Ability to plan, design and develop websites from thumbnail designs to launch.
- Experience in search engine optimization, optimizing materials for bandwidth, wide-ranging platform requirements, including preparation and testing of W3C standards compliant and Section 508 accessible web pages.
- Familiar working with in cross-browser, multi-device target development environments including testing for android and iphone mobile.
- Proficient in writing clean and standards compliant XML, XHTML, HTML, HTML5, CSS & CSS3 code.
- Experience implementing and troubleshooting JavaScript, JQuery and PHP.
- Experience installing and troubleshooting open-source content management systems (Wordpress, Drupal, Joomla, ModX, Mojoportal) and relational databases (MySQL, MSSQL, Access).
- Understanding of web development frameworks including Linux and Windows server management systems (IIS 6/7)
- Ability to produce sophisticated Flash animations from scratch, as well as animate elements from existing static materials. Proficient in Flash Actionscript 2.0/3.0
- Extensive experience with audio and video integration in Flash and knowledge of various online video codecs including On2 VP6, Apple H.264 and MP4.

Applications

Adobe Creative Suite 3/4 (All print and web applications including Photoshop (Certified), Illustrator, InDesign, Flash, Dreamweaver), Quarkxpress 5-7 (Certified), Google Sketch Up, Bryce 3-D, Swift 3-D, Final-Cut Pro, Adobe Premiere, Adobe After Effects 7+, Apple Motion, Maya 3D 7+, Audacity, Apple Soundtrack Pro, Sound Edit 16, Peak DV, Sound Studio for X

Education

New York University, New York, NY
Bachelor of Science; Graphic Communications & Design, January 2005, *Cum laude*

F.H. LaGuardia Community College, Queens, NY
Associate in Arts Degree; Humanities & Social Sciences, June 2002. *Phi Theta Kappa*
Editor-in-Chief of "The Bridge", CUNY Independent Student Newsmagazine.

Experience

- 9/09 – Present **Web Designer** – Fruit of the Loom Inc., Bowling Green, KY
Design, develop, update and maintain corporate public and internal websites. Fruit of the Loom currently owns and manages all its flagship brand websites as well as several others including Spalding, Russell Athletic, Bike, Jerzees and Vanity Fair Intimates. Manage changes to www.spalding.com converting the site from a full FLASH site to HTML in order to integrate it into existing MIS systems. Also design and develop new materials as needed.
- 9/99 – Present **Graphic Designer/ Web Developer** – Principal/ Shawn Torres Graphic Design
Create web, motion and print designs and marketing concepts, manage and evaluate projects. Manage client relationships.
- 3/07 – 8/09 **Senior Web/Graphic Designer** - American Trucking Associations, Arlington, VA
Create web and print designs. Develop marketing concepts and execute campaign initiatives for the Transport Topics Publishing Group. Assist in editorial design and production for weekly newspaper and three monthly magazines. Recently redeveloped CSS driven layout of www.ttnews.com. Won Azbee award for cover design by the American Society of Business Publication Editors.
- 11/05 – 12/06 **Multimedia Designer** - Sales Graphics, New York, NY
Created multimedia sales presentations, websites, web banners, short videos and animations for broadcast networks such as A&E, Nick at Nite, TV land, Spike TV and FUSE. <http://www.salesgraphics.com>
- 2/04 - 9/04 **Graphic Designer** - "The WB" WPIX Channel 11, New York, NY
Designed and prepared print advertisements for the 2004 New York Mets broadcast season. Participated in the creation of local

print advertisements for network prime time series. Tasks included photo retouching, color correction, creation of print ready .PDF files, illustration, creative development, photo research and acquisition.

1/03 - 6/04

Graphic Designer - New York University, Office of Student Activities, New York, NY

Created diverse array of print and web ready materials including promotional posters, monthly theme calendars, flyers, brochures, animations and e-vites.

4/03 – 11/03

Assistant Graphic Designer - Clear Channel Entertainment, Music Division, New York, NY

created weekly promotional posters, flyers and print ads for concerts, which appeared in many publications throughout the tri-state area.

Volunteer Experience

1/01 - 1/02

National Service Volunteer - AmeriCorps, New York Restoration Program

Spent 1 year restoring public parks in New York City through forestry, stonework, litter and graffiti removal, planting, landscaping, horticulture and erosion control.

Projects

Web sites:

<http://www.spalding.com>

<http://www.soccerrevolutionacademy.com>

<http://www.binespr.com>

<http://www.rdfilm.com>

<http://www.h2ksports.com>

<http://www.dallasinternalmedicinegroup.com>

<http://www.pradefilms.com>

<http://www.modern-gypsies.com/>

<http://www.thelenoxnyc.com/>

<http://www.willithomaspatton.com>

<http://www.rdfilm.com/familyaffair>

<http://www.pulsegreeknetwork.com/>

Flash Games:

http://www.shawntorres.com/archive/2006_SGxmas/game.html

Flash banners and promotions:

http://shawntorres.com/archive/30weeks_49_speed_campaign/

http://shawntorres.com/archive/30weeks_59_fighting_campaign/

http://shawntorres.com/archive/6free_campaign/

http://www.shawntorres.com/archive/2006_SGhalloween/

http://www.shawntorres.com/archive/SG_tvlandbanner/

Video and motion graphics:

http://www.shawntorres.com/archive/2006_STwebsite/media/NY1.html

http://www.shawntorres.com/archive/2006_STwebsite/media/STDEMO.html

http://www.shawntorres.com/archive/MAYA_friendship_video/

http://www.shawntorres.com/archive/SG_McGrawHill_%20video/

http://www.shawntorres.com/archive/2006_STwebsite/media/HUSTLE.html

http://shawntorres.com/archive/MAYA_OCSE_video/

Examples of e-mail promotions, e-newsletters, print, direct mail and multi-media kiosk designs are available upon request.