

Daniel Deeds
4140 Spencer Road
Rocky River, Ohio 44116
work phone: 1•216•252•7300 x 2962
home phone: 1•440•333•7224

Selected Accomplishments

- Developed program to convert and replicate a 136-page catalog into web-viewable format
- Wrote application to convert images from standard print format to several various electronic formats
- Brainstormed and assisted in the development and design of multiple print and electronic catalog options
- Programmed Applescript for the purpose of automating the preparation of raw electronic art files
- Co-created procurement process for retrieval and processing original art files from the creative department
- Improved efficiency of archived materials for easier retrieval
- Acted as consultant/liaison on problem solving issues involving Mac and IBM computer systems

Professional Experience

Web/Multi-media Programming and Development

- Created and programmed client websites utilizing HTML, Perlscript, Javascript, PHP, CSS and other languages
- Developed and produced multimedia CD's for clients using Director, Flash and various other methods
- Gathered client information and offered several options based on that input

Image Manipulation

- Color corrected and retouched images from various sources for a variety of clients using Photoshop
- Photographed unique corrugated/permanent display options, product arrays and individual product shots
- Scanned and color corrected original art utilized in product and merchandising displays

3D Visualization

- Designed prototypes of product, display options and retail environments through various 3D and 2D software packages
- Created unique 3D animation sequences used within American Greetings CD-ROM catalogs

Physical Design

- Designed corrugated and permanent display layout options
- Assembled attractive and functional showrooms used for tours

Organizational Experience

- Trained entry level personnel and freelance associates on the use of 3D programs, color correcting techniques and various other graphic art programs
- Organized and managed electronic files used to create print and electronic catalogs
- Maintained process for organizing seasonal product samples and fixtures

Computer Knowledge

HTML, PHP, MySQL, Perlscript, Javascript, PHP, CSS, Flash, Director, C/C++, ElectricImage, form•Z, 3D Studio Max, Photoshop, Premiere, After Effects, Acrobat, GoLive, Dreamweaver, Visual Basic, InDesign, QuarkXpress, Freehand, Illustrator, Facespan, Applescript, Prefab Player, Quicktime, Sound Edit 16, ResEdit, PowerPoint, Mac OS, IBM DOS/Windows OS

Employment History

American Greetings

Electronic Media Specialist and 3D Animator/Illustrator 2005 - present
Marketing Communications

AGS Custom Graphics, Inc.

Electronic Media Specialist and 3D Animator/Illustrator 2000 - 2005
Creative Group

American Greetings

Procurement Specialist and 3D Animator/Illustrator 1995 - 2000
Retail Graphics

American Greetings

Merchandising Specialist 1990 - 1995
Product Management

Education

- Associate of Business Administration, Major in Computer Science
Cuyahoga Community College, 1997
- Currently attending Baldwin-Wallace College for Computer Science