



PAMELA NICI
LAWSON

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..... **PROFESSIONAL SUMMARY**

10+ years web design and development experience and 20+ years graphic design and production experience

A mix of technical and creative skill sets, collaborative and low-maintenance team player, hard worker, self-directed, manages multiple projects, detail oriented, and meet deadlines

..... **TECHNICAL SKILLS**

SOFTWARE

Photoshop, Illustrator, InDesign, Acrobat, Word, Excel

Visual Studio, Visual Studio Code, Dreamweaver, MS Team Foundation Server, GIT

Sitefinity, WordPress, Salesforce Marketing Cloud, Hubspot, SendGrid

LANGUAGES/Framework

HTML/HTML5, CSS/CSS3, Sass, JavaScript, jQuery, C# ASP.NET

..... **WORK EXPERIENCE**

2012-2018 **Gage, Plymouth, Minnesota**

Front End Developer

- Development responsive websites, web-pages, landing-pages, CMS based websites, e-mail blasts (clients include: Microsoft, 3M, Best Buy, Walmart, Thomson Reuters)
- Convert Photoshop/Illustrator designs into HTML and CSS with cross browser functionality.
- Create hero and banner images for various webpages and e-mails.
- Documentation of production processes and training.

2009-Present **Freelance Graphic Designer/Interactive Designer and Developer**

- Design and development of new websites, landing pages, redesigns, enhancements, maintenance and updates.
- Concept, design, and production on a variety of print pieces. (newsletters, branding, business collateral)

2012 **MLT Vacations, Edina, Minnesota**

Internet Production Designer 3 month contract

- Assemble and maintain content for public-facing websites and documentation of production processes and training.

2001-2009 **Infinity Direct, Plymouth, Minnesota**

Interactive Designer 2007-2009

- Design websites, landing pages, e-mail blasts, web ads, for clients ranging from small to Fortune 500 companies.
- Design, construct, and implement Storefront templates.

Production Specialist 2001-2007

- Interactive design and development on various websites, web pages, e-mail blasts, web ads.
- Concept, design, and production of various print pieces for clients ranging from small to Fortune 500 companies. (Target, Harley-Davidson, Ecolab, U.S. Bank, Marketplace Events, Caribou, Star Tribune)

1996-2001 **Ehlert Publishing Group Inc., Maple Grove, Minnesota**

Art Director 1998-2001

Senior Electronic Publishing Associate ... 1997-1998

Production Artist/Designer 1996-1997

1995-1997 **Freelance Graphic Designer**

..... **EDUCATION**

Present ... Research and tutorials: trends, standards, and continual creative growth and technical skill knowledge

A.A. Advertising Art and Design - Hennepin Technical College, Eden Prairie, Minnesota