

# KATE BOELHAUF

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## OBJECTIVE

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A senior level interactive development position with an organization that is seeking to bring passion to their online efforts, form solid relationships with their target audiences, achieve strategic results oriented goals for their online initiatives and obtain the knowledge needed to understand how they can support their core objectives with innovative technology.

## SUMMARY

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Web design and development professional with the ability to bridge the gap between the creative and technical. Especially skilled at creating content geared towards client/customer relationship building. A talent for bringing the soul of an organization to life in the online space. Ability to work in a fast paced environment with little to no supervision. Committed to the highest levels of design. Energetic, passionate and willing to learn any skills needed to create the end goal of engaging the online viewer.

## SKILLS

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### SOFTWARE/SYSTEM SKILLS

Adobe Flash, Adobe Flex, Adobe Air, Adobe Photoshop, Adobe Illustrator, Adobe Dreamweaver, Adobe InDesign, Adobe Premiere, Subversion, Omniture

### LAUNGUAGE SKILLS

Actionscript, PHP, CodeIgniter Framework, MySql, JavaScript, XML, Ajax, CSS, XHTML. Familiar with .Net, Perl, C#

### OTHER SKILLS

Application Design and Development, Game Design, UI and UX Design, Video Editing/Integration

## WORK EXPERIENCE

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Build-a-Bear Workshop

October 2005 - Present

### **Senior Web Designer/Supervisor**

- Supervised a team of developers/designers and managed the content for multiple e-commerce websites
- Created interactive applications, games, online advertisements,

social media and multimedia content

- Worked directly with industry leading brands including McDonald's, Sony, Pixar, Disney, Sanrio, NFL, NHL, NBA, MLB
- Conceptualized and developed microsites. Created original concept for [www.lovehugspeace.com](http://www.lovehugspeace.com), a site geared toward helping children make a difference in the world. In the past year, the site has received over 300,000 pledges to make a difference
- Worked on a small team to develop an innovative flash application that allows users to create customized e-gift cards. The application reversed a strong downward trend in gift card sales
- Worked on multiple redesigns of the core website for Build-A-Bear Workshop which resulted in increases in customer satisfaction

Freelance

October 2004 - October 2008

### **Web Designer**

- Developed and maintained websites for small business owners. Responsibilities included interface design, graphic design, animation and development work
- Built a custom catalog manager for e-commerce site in order to reduce costs associated with site upkeep
- Designed e-learning modules for client's job training program

St. Louis Community College

March 2000 - December 2003

### **Graphic Designer**

- Member of a team that redesigned the college's main website with the goal of enhancing its brand and reputation
- Redesigned and maintained department microsites with a focus on creating better usability and accessibility and increasing interaction through the use of multimedia
- Created the college's first online catalog
- Maintained distance learning website
- Member of the Distance Education Advisory Committee

## **EDUCATION**

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New York University - MPS in Interactive Telecommunications

New York, NY, September 2002 - May 2004

St. Louis Community College - AFA in Photography

St. Louis, MO, September 2000 - May 2002

Truman State University - BA in Psychology

Kirksville, MO, September 1993 - May 1998