

# Lance Arthur

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## Objective

Secure a position to establish outstanding design, coding, authoring, editing and maintenance of first-rate, groundbreaking web site and web applications, lead and mentor others in my field and help non-designers understand the creative process while creating the best possible product by applying my skills and experience.

## Experience

### **Freelance Web Design and Coding** **November 2006 to Present**

- Act as sole creative for various projects including web site design and implementation, E-mail campaigns, HTML and CSS coding according to standards and JavaScript implementation using JQuery, MooTools and scriptaculous.
- Offer expert advice on web culture and site usage based on 10 years of experience.
- Oversee design usage testing and user-centric design testing. Author test scripts and organize testing environments locally.
- Optimize images and site code for fast downloads and cross-browser, cross-OS bullet-proofing.
- Clients include: Playboy Entertainment; Ning.com; Intuit; SavvySource.com; California College of Art; Get Satisfaction LLC; Twitter LLC; Simon-Kucher & Partners; ETWater.

### **Creative Director, Quris** **June 2000 – November 2006**

- Quris specialized in e-mail and online customer acquisition and retention campaigns, including the translation of print material and account information to online and e-mail media. Originate creative team for start-up, oversee all aspects of code to assure e-mail consistency and conformity.
- Adhere to existing client branding initiatives and recommend new standards for online and e-mail customer communications.
- Clients include: Charles Schwab & Co.; BLOCKBUSTER Entertainment; Wynn Las Vegas, ClearChannel; DiscoverCard; Morgan Chase.

### **Creative Director, Database Technologies** **February 1996 – December 1999**

- Brought in to transfer legacy system on mainframes and dumb terminals to HTML-standardized distributed systems. Required intimate knowledge of HTML to construct super-large tables of data drawn from databases involving several thousands of lines.
- Clients include: Microsoft, Oracle, Massachusetts Transit Authority, Massachusetts Turnpike, Boston Ballet.

### **Telecommunications Manager, Alltel** **September 1989 – February 1996**

## Education

### **California State University, Bakersfield** **1980 - 1982**

Major in English, minor in creative arts. Completed all work required for major and minor but did not graduate due to personal circumstances..

## Skills

Expert in HTML and CSS standards and coding. Have been “living on the web” since 1996 with pioneering personal site glassdog.com. In-depth, personal knowledge concerning web culture and practices, and hundreds of hours delving real-time into the web’s on-going evolution to today’s new media powerhouse. Hand-on experience with Adobe’s full range of applications, including Photoshop, Flash, Premiere and Soundbooth. A hand-coder from the beginning of the web and still fiercely devoted to the practice as the only true way to assure 100% valid code.