Lance Arthur

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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 - primarily using JQuery.

- Offer expert advice on web culture, site usage, user experience and email marketing 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: The Internet Archive; Playboy Entertainment; Ning.com; Intuit; SavvySource.com; California College of Art; Get Satisfaction LLC; Twitter LLC; Simon-Kucher & Partners; ETWater, GayCities.com.

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**

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. I recently coded The Internet Archive's OpenLibrary.org to achieve 100% W3C XHTML transitional validation to allow access for print- and sight-disabled visitors to obtain talking books from the Archive's collection.