

Asa D. Baylus

www.baylus.com

Washington DC

C. 703-980-6230

contacts me

Professional Skills:

Design	Flash / Actionscript 3	Semantic Html / XHTML
Illustration	ColdFusion	Json, RSS, XML etc.
Typography	Oracle CMS	jQuery Ajax
Animation / Video	Webstandards	JavaScript
Print	Design Patterns	CSS

Visual Designer and UI Developer

- Dedicated and highly proficient lead designer and developer with more than 10 years experience in information technology and corporate identity design and ecommerce. Excels in the delivery of innovative GUI front ends and multimedia products.
- Organized and efficient; strong verbal and written communication skills; quick to adopt new technologies.
- Proven track record of deadline driven product delivery while fostering a collegial work environment.
- Excels in the delivery of complex print and online publications as well as motion graphics
- Well versed in emerging RIAs and Web 2.0 development techniques including Adobe Flash and AJAX

Professional Experience:

3/2008 – present American Chemical Society Washington, DC
Art Director - Interim

Responsible for art direction and design of *American Chemical Society* websites and new media.

- Design, art direction and rebranding for www.acs.org website
- Design and art direction of the ACS Network a social networking website.
- Integration of Jive Clearspace Communities with ACS Network UI (<http://www.acs.org/network>).
- Developed high level Wireframes and functional Prototypes.
- Developed "Activities for Children" educational website (<http://acswebcontent.acs.org/scienceforkids/>).
- Developed Flash based "ACS Strategic Plan 2009" Website (<http://strategy.acs.org/>).
- Design and Art Direction of online and traditional, Advertisements, Print, CD-Rom and collateral materials
- Developed Forms framework for rapid development of applications
- Managed and mentored junior to mid level designers.

5/2004 – 3/2008 Sacred Spaces Ilc. Alexandria, VA
Art Director / IT Manager

Solely responsible for art direction, design and IT management for a start-up design consulting firm. Specific duties and accomplishments include:

- Designed and produced company website / intranet, using XHTML, CSS 2, and ColdFusion, and SPRY AJAX using Dreamweaver and Flash.

- Designed and implemented data storage system with E-commerce front end GUI (under development). This project utilizes Paypal Website Payments Pro and IPN to verify secure credit card processing for corporate Merchant Account.
- Project planning and schematic design using Microsoft Visio and Microsoft Project for milestone assessment.
- Built corporate website adhering to web standards initiatives, with Yahoo A-grade browser compliance and graceful degradation on other X- and C- class browsers.
- DNS, SMTP, IMAPI, POP3, IP, FTP and Domain administration of corporate internet / intranet sites. Also experienced in Checkpoint and other brands of firewall administration to facilitate VOIP, Skype and Video Conference / Whiteboard solutions.
- Utilized Adobe Contribute templates to build custom content management system.
- Backend ColdFusion, SQL programming to connect sophisticated and distributed data storage system with corporate website.
- Designed marketing brochures, posters, sales packages, and collateral print materials to increase market share and increase visibility of corporate brand identity.
- Designed DVDs and 3D-animated visualizations for corporate and client initiatives.
- Photographed a wide variety of subject matter to create materials compelling marketing materials with an eye toward new media initiatives, ex: HDR images, alpha masks, and nondestructive image editing techniques. Highly proficient with Nikon still photography camera equipment.
- Specific knowledge of the Sony HDR-Z1U High Definition video camera,
- Understanding of sound recording and editing for motion video including wireless and shotgun mics,
- Proficient in 3+ point lighting setup for architecture and taped interviews.
- Designed and implemented computer and network systems.
- Highly knowledgeable in industry standard color calibration and management using the X-rite Pulse.
- Produced gallery / artists grade giclée prints on canvas using in house Epson 7600 wide format printer.
- Designed and implemented corporate accounting system.
- Installed and configured Windows Server 2003 SMB.
- Installed and configured a Polycom video conferencing system for remote offices.
- Installed and configured Quickbooks Premiere for corporate accounting, including project costing.

3/2001 – 4/2004

Smithsonian Institution

Washington, DC

Senior Design and Production Specialist

Charged with providing marketing materials for the institution as a whole, with the specific intention of recruiting new museum affiliates and bolstering congressional support. Specific duties and accomplishments included:

- overseeing web-based initiatives incorporating the 130+ Smithsonian Affiliated museums and organizations. Ex. Redesigned principle Affiliations website and implementing a content management system that complies with Section 508
- providing all graphical designs and media for program initiatives. Ex. Designed newsletters, brochures, posters and pamphlets
- providing technical and systems support for computer hardware and software. Ex. Implemented an upgrade cycle of hardware/software, created system ghosts for new hardware/software installation, installed hardware/software in networked environment
- creating promotional materials for print, video, cd-rom, dvd and internet distribution. Ex. Created brochures for Affiliations program and for professional conference, designed posters (currently on sale through Smithsonian and affiliated museums), created a compilation DVD of promotional videos I filmed, edited and produced for the program and which were shown in the U.S. Capitol.

1/1999 – 3/2001

Smithsonian Institution

Washington, DC

Senior Web Developer

Charged with developing the web initiatives of the Smithsonian Institution as a whole. Specific duties and accomplishments included:

- designing Virtual Smithsonian website
- designing Institution home site
- providing Smithsonian webmasters and contractors with support in technical issues, site design at SI and web services
- supporting and training other webmasters in a variety of web technologies
- assisting in the administration of Smithsonian web farm
- providing hardware installation, maintenance and troubleshooting
- detecting and isolating faulty hardware and the repair of faulty system hardware when feasible
- implementing several new platforms and applications (SQL Server, SiteServer search, FrontPage Extensions, Webtrends Reporting Server etc.)
- administration of Server Software and Webtrends Reporting Server
- initiating server transition from SGI/IRIX to Windows 2000 server

10/1996 – present

Freelance Web Design

Washington, DC

Web Designer / Consultant

Prior to my work for the Smithsonian Institution, I designed a number of web sites on a freelance basis. Since that time, I have occasionally accepted small design or consulting projects as favors to friends and colleagues who work in the field. Select projects included:

- U.S. Sedan (website design)
- The Krasnow Institute (website)
- World Congress on Information Technology IX (VRML visualization)
- The Century Council (design training)

Education:

George Mason University. Fairfax, VA. Art History/Fine Arts.

Professional References: Available upon request.