

Interactive Media Designer & Adobe Certified Flash Developer

- Reliable Team Member and project planner with demonstrated success in solving complex technical and design problems. Strong communication skills.
- Expertise in XHTML, XML, CSS 2.0, Flash & ActionScript 2.0, JavaScript, MySQL, PHP, Adobe Creative Suite, and several other new media tools.
- Expansive knowledge of both the capabilities and limitations of various online media formats.. Specific competencies include:
 - **Standards-Based Web Design**
 - **User Interface Design**
 - **Rich Internet Applications**
 - **Social Media Technologies**
 - **Direct E-mail Marketing**
 - **“Web 2.0” methods and AJAX**
 - **XML and Data Binding**
 - **Digital Photography & Video**
 - **Banner Ad Creation and Optimization**

Portfolio

Digital Portfolio available online at <http://www.martinnote.com/>

Professional Experience

Whole Foods Market · Austin, Texas · www.wholefoodsmarket.com

April 2005 – Present

New Media Developer

- Assisted Communications, Marketing and Whole Foods Market University teams in developing technology tools to better support their programs.
- Redesigned Whole Foods Market University website for increased dynamic capabilities, usability and scalability.
- Helped build and deliver reporting systems for WFM-U site usage statistics and user feedback reviews.
- Played integral role in developing concepts, storyboarding, designing and building engaging e-learning courseware to better promote the Whole Foods Market Core Values.
- Directed photography shoots to create suitable raw materials for course creation.
- Coordinated with print designers to create websites for Whole Earth Weigh-in and reSolutions campaigns.
- Worked with outside vendors to ensure courseware was fully compliant with Whole Foods Market University's brand and technology requirements.
- Initiated several WordPress and database-based solutions to decrease Whole Foods Market University's dependence on weekly Change Control process.
- Developed Rich Internet Applications solutions to alleviate dependence on proprietary graphics software ownership and knowledge.
- Named WFM-U Team Member of the Quarter, June 2005; WFM Central All-Star Nominee, November 2006; Great Leaders Unite Unsung Hero Award (WFM IT), January 2007.

Pervasive Software · Austin, Texas · www.pervasive.com

December 2003 – April 2005

Web Designer

- Played an integral role in three person web marketing team, maintaining and frequently updating Pervasive corporate websites: pervasive.com and pervasivepostgres.com.
- Developed Flash content designed for easy dynamic translation via XML into five languages.
- Designed under strict corporate guidelines to strengthen the consistent branding of corporate and product level marketing campaigns and presentations.

- Coordinated brand compliance with global site managers in EMEA, Asia-Pacific.
- Drove projects to completion before deadlines, managed assets and other requirements with outside international design agency.
- Authored interactive Installation Suite for integration products to make installation smoother and create a more branded experience for customers.
- Developed online Installation Troubleshooter to solve basic installation problems, helping to reduce low level phone calls to our support call center by 20% each month.
- Coded e-newsletters and direct marketing e-mails, imported for optimal tracking in Eloqua, set up batch e-mail deliveries, and created submission reports for Field Marketing use.
- Created various technical graphics for inclusion in case studies and PowerPoint presentations.
- Provided insight from a designer's perspective during testing of prospective content management systems to implement on pervasive.com.
- Set up landing pages and web forms for various marketing programs, connection to our lead tracker database, and performed general management to our Microsoft SQL Server using Enterprise Manager.
- Worked with IT team to implement several internal web logs using Moveable Type.
- Overhauled intranet web design and supported various departments as they updated their sections to the new W3C standards-compliant template.

Data Junction Corporation · Austin, Texas · (acquired by Pervasive Software) July 2003 – December 2003

Web Designer

- Redesigned Data Junction's website and intranet in XHTML/CSS 2.0, moving the company towards W3C Standards compliant web design.
- Prior to acquisition, reformatted the entire Data Junction website to conform within Pervasive Software corporate brand identity standards and templates.
- Worked with the IT team to efficiently administer external and internal content management and concurrent versioning systems.
- Provided support to Marketing team in various aspects of online marketing, digital collateral, and event planning/operation of annual Data Junction Integration Conference.
- Performed general Webmaster duties and operation of web site services.
- Developed interactive content using various multimedia applications (Macromedia Flash, DHTML).

Education

- **Bachelor of Arts in Multimedia.** Bradley University. Peoria, Illinois. Graduated Cum Laude in May 2002

Personal

- Member of Austin Gold Stars Soccer team - Mid-Field Right position.
- Informative Speaking National Champion - National Forensics Association 2001.
- Coach for University of Texas at Austin Speech Team - AFA-NIET National Runner-up Team, 2006 - 2007.
- Communications Director & Webmaster for the Austin Museum of Digital Art, 2004-2005.
- Engaged in several freelance projects per year; work samples available at online portfolio <http://www.martinnote.com/>.