

# joan tri

## OBJECTIVE:

To secure a position that leverages my experience, creativity, and college education to achieve the company's goals.

Some work samples available at [www.joantri.com](http://www.joantri.com). For additional samples, please email [joan@joantri.com](mailto:joan@joantri.com).

## TECHNICAL EXPERTISE:

**Software:** Adobe Flash, Adobe Photoshop, Adobe Dreamweaver, Adobe Illustrator, Adobe Pagemaker, Adobe Audition, Adobe Fireworks, Microsoft Office (Word, Excel, PowerPoint, and Access), and various other software as needed to complete a project

**Languages:** HTML and CSS, ActionScript 2.0, familiar with JavaScript, ASP, and PHP

## HIGHLIGHTS OF QUALIFICATIONS:

- Design and build interactive content using animation, video, sound, and code for websites, microsites, ad banners, online promotions, flash elements on a page, and social networking sites while incorporating best practices for the web (cross browser compatibility, usability, navigation, file size constraints, etc. etc.)
- Create effective layouts and designs using industry standard software and preparation of "camera-ready" artwork for print
- Plan, design, and build email campaigns to inform customers of news and promotions to drive customers and revenue through the door
- Storyboard and/or wireframe prior to development to ensure an effective customer experience
- Created and compiled a rich library of reusable components and tools to streamline future development of interactive content

## EXPERIENCE:

**Joan of Arc Creperie & Cafe** Irving, Texas 10/2008 to present  
Le Patron

- Designed and created [joanofarccafe.com](http://joanofarccafe.com) and responsible for updating and maintaining content on the site
- Use social networking initiatives to reach customers quickly and efficiently to offer exclusive specials to increase revenue when sales are down
- Design and develop email newsletters sent to mailing lists to increase revenue, then measuring the successfulness of the communication for future campaigns
- Responsible for establishing a strong web presence by using all available outlets for Joan of Arc to build brand recognition in the Dallas-Fort Worth metroplex
  - Excellent ratings on Yelp and UrbanSpoon and a strong presence on Google
  - Voted Top 5 in the Best of CitySearch Dallas 2009
  - Voted Top 5 by WFAA A List 2009 Desserts
  - Featured in the November issue of Texas Monthly - THE FILTER: Dining OUR FAVORITE RESTAURANT, BISTRO, CAFÉS, & JOINTS

**Joan Tri** Fort Worth, Texas 12/2002 to present  
Creative Designer

- Work closely with smaller clients from inception to finish on design projects ranging from logo designs to developing HTML and flash websites, ad units, business sets, print materials, and emails using a variety of industry standard software applications

**Tribal DDB** Dallas, Texas  
Interactive Developer

3/2005 to 10/2008

- Lead developer on the Pepsi brand (which accounts for the majority of Tribal Dallas's revenue), and the only developer on the majority of the projects
- Developed flash content for Pepsi core sites (pepsi.com, mountaindew.com), microsites, Pepsi/Yahoo promotions, regular promotions, client presentations, games, and ad units for Pepsi's national and international markets using animation, ActionScript, video and sound
- Collaborated with creative directors, application developers, web developers, project managers and account executives to successfully accomplish projects that satisfied the clients' needs in a fresh, innovative and interactive manner to reach their target audience with trackable results while being mindful of deadlines and budgets

**BigSplash Media** Fort Worth, Texas  
Creative Engineer

1/2004 to 12/2004

- Used a variety of software applications to maintain existing and to design and develop client web presence from pre-production to post-production including logos, HTML and flash websites, emails and banner ads
- Responsible for concepting, designing, and creating logos, websites, advertising and marketing collateral for promotional purposes for print and online usage for internal use

**Amon Carter Museum** Fort Worth, Texas  
Multimedia Consultant

5/2003 to 12/2003

- Configured and deployed web-based and kiosk-based gallery components for educational purposes
- Implemented proposed content and design of online teaching guides to educate visitors

**GameStop.com; Corporate Headquarters** Grapevine, Texas  
Graphics Intern

8/2002 to 12/2002

- Created eye-popping graphics for gamestop.com and affiliate sites to attract target customers to purchase product by using existing company product art, logos, and up-to date premium offers
- Samples of work available upon request

#### **EDUCATION:**

**Bachelor of Arts in Advertising and Communication Technology *Magna Cum Laude***, The University of Texas at Arlington (UTA), Arlington, Texas

- Dean's List: Fall 2001, Spring 2002, Fall 2002, Spring 2003, and Fall 2003

#### **AFFILIATIONS/AWARDS/HONORS:**

- Stage West volunteer and board member until July 2009
- Silver ADDY® at the Advertising Club of Fort Worth's 2004 ADDY® Awards Competition for Murray/Brown Magic Carpet Ride ([www.murraybrown.com](http://www.murraybrown.com))
- Golden Key International Honour Society; lifetime member
- Alpha Chi National Honor Society; lifetime member
- Department of Communications Outstanding Senior in Advertising Award 2004
- Award of Excellence as a Student Employee of the University of Texas at Arlington 2002

**REFERENCES AND ADDITIONAL PORTFOLIO PIECES AVAILABLE UPON REQUEST**