

Shoshi Roberts

Web Designer + Developer

hey@shoshiroberts.com

Experience

Zeta Labs, LLC 2/2010 - Present
Founder and Creative Director

Crafted web experiences and created branding strategies that had a profound impact for companies out to make a difference in their field. Website: www.zetalabs.net

Design Consultant 10/2008 - Present
Web/Graphic Designer

Produced visual designs and code for small business and personal clients. Created logos, websites, and graphics for print materials.

Talking Tree Creative 2/2009 - 11/2009
Web/Graphic Designer

Designed and developed new company websites and microsites. Integrated video players and rich, user friendly interactions. Website: www.talkingtreecreative.com

Post FactoryNY 8/2008 - 2/2009
Web/Graphic Designer

Redesigned and coded company website using Flash. Increased daily traffic by over 230% within two months of site launch.

Integrated Marketing Services 1/2007 - 8/2008
Graphic Designer

Designed promotional print graphics part-time for clients. Coordinated with printers.

Skills

HTML/XHTML
CSS
XML
Javascript (jQuery)
OOP
Actionscript 2/3

Adobe CS 4/5
Photoshop
Illustrator
Flash
Dreamweaver
InDesign

Final Cut Pro
MS Office
Mac/PC/Linux
Communication
Organization
Leadership

Expertise

Front-End Web Dev
User Experience

Visual Design
Typography

Interaction Design
Branding

Education

Bard College
Received a BA in Film and Electronic Arts

August 2005 - December 2008

NYU- ITP

Coursework: Design and Development with Flash, Video Production

Summer 2006

