

DOUG MUMM

Northville, Michigan

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Multimedia & Animation / Computer Graphics / Web Development

Professional Qualifications Seasoned professional with proven track record of developing, managing and marketing successful multimillion dollar ecommerce sites, and deep expertise in the development of interactive web-based training, publishing and design for the web and print media, animation, project management and search engine optimization.

Employment History **Multimedia Director**

GPI, Berkley, Michigan, 2004 - present

- Project management from needs assessment and scoping through completion and delivery
- Facilitate client meetings and foster effective communication between sales and client
- Create HTML and Flash-based websites
- Create interactive CD and DVD menus
- Compose digital soundtracks and sound effects for animations
- File assembly for CD and DVD production and replication
- Design, create and pre-flight print graphics for DVD box packaging inserts and disks
- Develop online training tutorials
- Content development, script writing and storyboarding
- Directing video shoots including green screen live action sequences
- Assembling graphics and animating
- Recording and sound engineering of voice overs
- Building intuitive user interfaces for software applications and interactive training tutorials
- Conversion of final video files to optimized .flv files

Instructor

Schoolcraft Community College, Livonia, Michigan, 2003 - Present

As a part-time faculty member of the Computer Graphics Technology department responsibilities include curriculum development, classroom instruction, student assessment and student portfolio review; course instruction includes software (Director and Adobe After Effects Beginning and Advanced) as well as design theory (Survey of Design) and industry history (History of Animation and Motion Graphics I, II)

- curriculum development
- classroom instruction
- student assessment
- student portfolio review

Past Employment Creative and Web Development Director

Handelsman, Inc., Novi, Michigan, 1999-2004

Developed and executed cohesive web and print marketing campaigns for chain of 16 health food and vitamin and supplement stores in Southeastern Michigan and an ecommerce website. Strategy included creation of ecommerce website to complement brick and mortar locations driving web sales alone to over \$2 million annually.

- Developed information architecture
- Designed site layout, graphics and corporate identity
- Optimized web pages for search engines resulting in consistently, highly ranked pages
- Created and optimized 'side-door pages' to website for selected products
- Produced and distributed bi-monthly informational and promotional bulk email
- Designed and produced promotional print materials
- Created space ads, POP and POS posters, monthly tabloid sales flyers
- Coordinated of print and web retail offers
- Created web-based data entry applications streamlining input and maintenance of product database and reducing user errors
- Developed and maintained company Intranet
- Provided maintenance and support for corporate email server and email database

Web Developer and Designer

Henry Schein Corporation, New York, 1998 - 1999

- Redesigned ecommerce site which launched as Aruba
- Created and maintained site graphics
- Coded and maintained site HTML
- Collaborated with software engineers to develop site's information architecture

Webmaster and Graphic Designer

Meer Dental Corporation, Canton, MI, 1996 - 1998

Executed transformation of static corporate website to ecommerce site resulting in annual sales revenue of \$3.6 million in just 2 years.

- Coded, designed, optimized and administered ecommerce website
- Designed and executed update of corporate logo and corporate identity materials
- Designed and executed new corporate identity packages for dental practice software applications and updates to corporate logo and collateral print materials
- Worked with print advertising team to create graphics for print advertising

Internet Consultant

Freelance, Michigan, 1994-1996

Provided consultation and education in the emerging areas of web-based publishing, design & marketing.

Art Director

Scott Publications, Livonia, Michigan, 1993-1994

Successfully led art department through upgrade of its systems, technologies and processes from planning through implementation. Publisher moved from drawing tables and ink to computerized pre-press production resulting in cost-effectively improvement in quality and reduction production times of its several publications.

- Project management
- Research, evaluation and implementation of software and hardware solutions
- Process analysis and improvement
- Employee software and hardware training

Creative Director

Pica Studio, Livonia, Michigan, 1976-1993

Managed small advertising/graphics agency and team of artists, photographers, and typesetters. Directed projects for film, automotive, music, small business and government entities and executed using pre-desktop publishing methods: photo-typesetting, photography and darkroom development, process cameras, pens, markers, rubiliths, keylining, and paste-up.

- Project management
- Design and layout
- Staff development and mentoring
- Account Executive

Associate Art Director

CREEM Magazine, Birmingham, Michigan, 1974-1976

- Design and layout
- Photography
- Typography
- Copy writing and editing

Childhood through 1974: Worked in the family printing company and commercial art studio.

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| Software | Adobe PhotoShop | Adobe InDesign | Adobe Director | Sony Sound Forge | Adobe Captivate |
| | Adobe After Effects | Allaire Homesite | Adobe Flash | Sony Acid Pro | Swift 3D |
| | Adobe Premier | Quark Express | Adobe Encore | Adobe Acrobat | |

Languages: HTML; DHTML; Lingo (Director); Action Scripting (Flash); ASP (I can hack); X-Data
JavaScript (I can hack)

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| Personal Qualifications | Flexibility | Enthusiasm, Curiosity | Autonomy |
| | Fast Learner | Self Motivator | Integrity |
| | Communication, Leadership, Negotiation | Results Oriented | |

References available upon request.