



**Create, Design, Develop, Optimize, and Animate**

Phone: (773) 454.5651 | Email: [atom@atomgroom.com](mailto:atom@atomgroom.com) | Portfolio: [www.atomgroom.com](http://www.atomgroom.com)

To whom it may concern,

I know your agency seeks only the best talent and most creative designers for its team. I also know that I have the training and experience it takes to produce excellent layouts for your web and print publications. My Bachelor of Fine Arts degree in graphic design / web design and my professional job experiences have taught me how to bring ideas to reality on time and under strict budgets.

My resume (attached in pdf format) covers the details of my technical skills and experience. My portfolio will show you how I've turned creative ideas into reality.

I would appreciate the opportunity to meet with you to discuss how I could be a vital part of your agency.

You may reach me at 773-454-5651 or e-mail: [atom@atomgroom.com](mailto:atom@atomgroom.com). You may also view my live portfolio at <http://www.atomgroom.com>

Thank you for your time and consideration. I look forward to speaking with you in the near future.

Best Regards,



Atom Groom



## OVERVIEW

Extensive experience creating graphics, animation, and accessible code for the web. Effective at integrating functionality and design. Strong conceptual, layout and typographical skills boosted by 6+ years of professional design experience. Exceptionally well-organized work style. Able to manage multiple projects and meet tight deadlines. Strong analytical and troubleshooting skills. An enthusiastic team player and, fast learner. Excellent communication skills. A skilled leader and reliable designer.

## EXPERIENCE

- ▶ **Madhaus Studio, LLC**  
03.2008 to 01.2009 - Valparaiso, Indiana  
*Web Development Manager*

### Overview

Responsible for design, front end programming and testing of all web sites from the ground up. Created search engine optimized web sites and micro sites. Consulted with clients on re-programming their sites to be SEO friendly and implementing the process. Worked with a team of graphic designers to create compelling web site user interfaces to take into the build out phase.

### Major accomplishments:

- + Coded the entire front end of the 2008 Centier Bank Site
- + Re-Designed and Re-Coded the White Lodging site for Search Engine Optimization
- + Developed a web design process increase production stability and flow.
- + Promoted from Senior Web Designer to Web Development Manager

- ▶ **Livemercial, Inc.**  
03.2006 to 03.2007 - Valparaiso, Indiana  
*Senior Web Designer, Freelancer*

### Overview

Responsible for design, front end programming and testing of all web sites from the ground up. Worked directly with client and internal project managers to meet tight deadlines. Designed and created flash animations, flash banners and e-mail creatives. Worked directly with creative director for all of Livemercial branding including web site, print collateral, and promotional materials. Helped to manage a creative team of 13 in both the Indiana and Florida offices which includes designers, web developers, video editors, and copywriters.

### Major accomplishments:

- + Developed several internal web application interfaces (Graphics, CSS, and XHTML)
- + Re-Design, Front End Programming and Launch of several large client web sites including: Eastman Kodak, Spacebag, As Seen on TV Network, and many more.
- + Worked with team of programmers and developers to create the new "VCC5" System.

- ▶ **Bad Boyz Toyz: Shocktech , The Badlandz , Krush Skatepark**  
03.2003 to 03.2006 - Calumet City, Illinois  
*Art Director, Web Designer, Graphic Designer*

### Overview

Created graphic design for logo identity, major industry magazine advertisements, in-store signage, p.o.p signage, large format signs, banners, brochures, flyers, clothing graphics, and skateboard graphics. Designed and maintained over ten major web sites. Worked with photographer on product photo shoots. In charge of in-house T-shirt printing press including: managing employees, printing color separations, quality control and excellent knowledge of the T-Shirt printing production process. Position required excellent project management skills.

### Major accomplishments:

- + Re-design of an e-commerce web site from the ground up, encompassing everything from creating the web site user interface, HTML, CSS, Javascript programming and implementation of the e-commerce database.
- + Directed entire graphics department and all responsibilities involved.

## TECHNICAL SKILLS

I am a highly skilled web / graphic designer and illustrator. I work to W3C standards; creating cross platform sites that look great and are totally accessible.

Although I feel that I have a unique design style, I create professional designs that are suited to any purpose; from corporate to personal. I have extensive SEO experience. My clean programming techniques ensure that my sites can be tuned to perform well in all the major search engines.

Expert in Photoshop, Illustrator and Dreamweaver. Excellent communication, presentation, client liaison and project management abilities.

### ▶ Software Overview:

- + Adobe Illustrator CS3
- + Adobe Photoshop CS3
- + Adobe InDesign CS3
- + Adobe Flash CS3
- + Adobe Dreamweaver CS3
- + Adobe Acrobat
- + Adobe After Effects
- + Adobe Premiere
- + Quark Xpress
- + Apple Final Cut Pro HD
- + Apple DVD Studio Pro
- + Apple Live Type
- + Microsoft Office
- + Suitcase Font Management
- + Fetch FTP
- + FileZilla

### ▶ Programing Overview:

- + XHTML
- + CSS
- + Javascript
- + Wordpress, Joomla, Miva, Zen Cart, Blogger and more!

Ability to code table-less sites from the ground up in CSS and XHTML.

Extensive knowledge in cross-browser compatibility, web usability and functionality.

Basic knowledge of MySQL, PHP, ASP and databases.

### ▶ Operating Systems Overview:

- + Apple Macintosh / OS X
- + Microsoft Windows / XP and VISTA

## EDUCATION

- ▶ **THE INTERNATIONAL ACADEMY OF DESIGN & TECHNOLOGY CHICAGO, IL.**

+ Associate of Applied Science in Computer Graphics and Graphic Design, January 2001.

+ Bachelor of Fine Arts in Multimedia Production and Design, December 2002.



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December 30, 2007

To whom it may concern,

It is a pleasure for me to write this recommendation for Atom Groom. Until recently I have been Atom's supervisor at Livemercial Inc. While working with Atom, I found him to be a positive addition to the creative team. Atom is very knowledgeable in all aspects of web development and is extremely professional when dealing with the client services side of the business.

In addition to bringing passion and enthusiasm to Livemercial, Atom is a take charge person that can be counted on to take a project from launch to completion with little to no supervision. Atom exceeded my expectations in every aspect of his position.

Atom helped Livemercial dominate the Direct Response industry by developing single product e-commerce web sites that converted at an industry record 30%. He was responsible for keeping Livemercial on the cutting edge of web technology by implementing standards for coding sites to maximize their performance across all browsers. Atom's creative instinct also helped Livemercial land Kodak as a client who became one of the top revenue producing clients for the company.

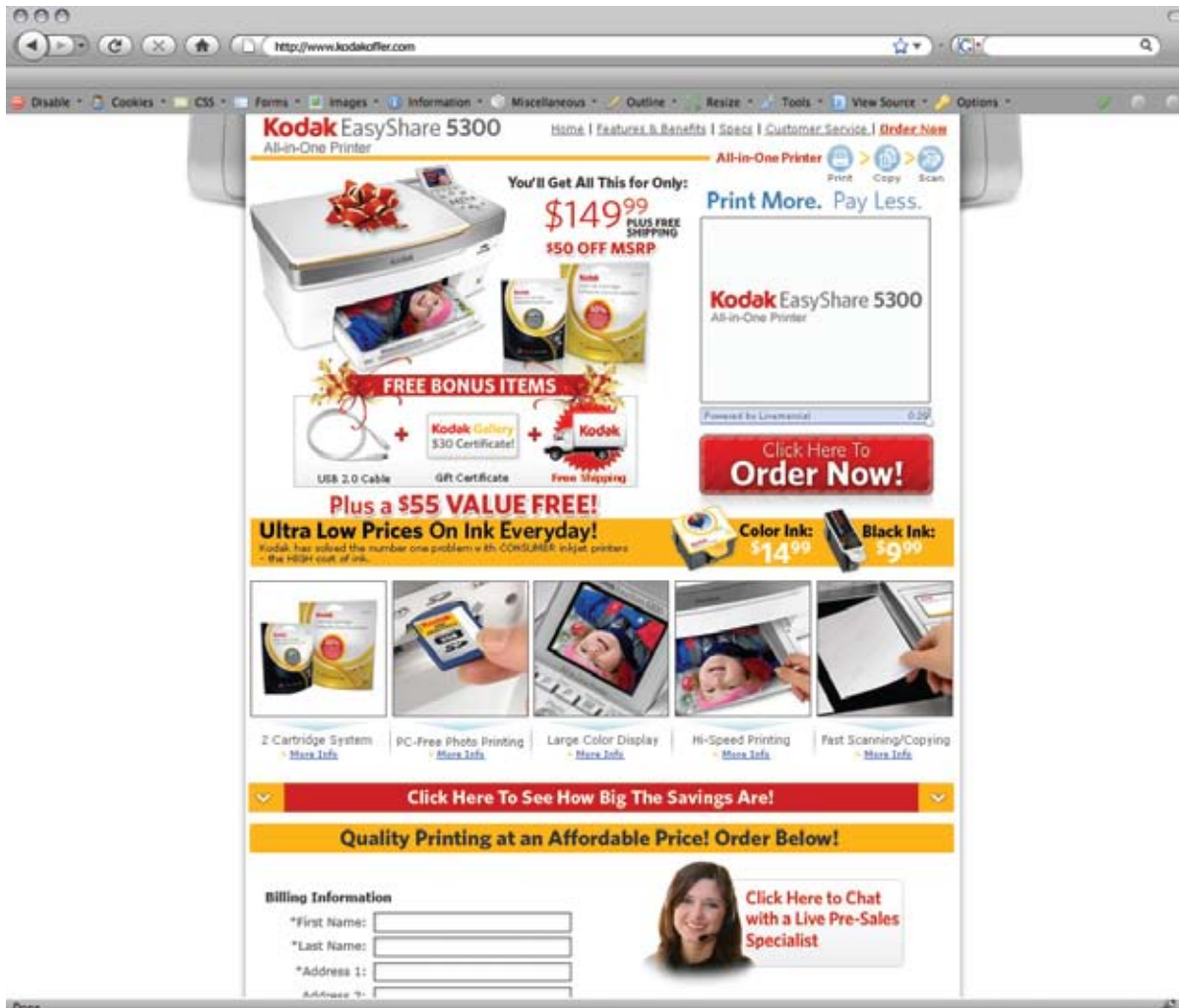
I highly recommend Atom for employment. He is a team player that inspires and motivates and would make a great asset to any organization.

Sincerely,

David Torres  
Portage, Indiana 46368  
(219) 476.6913

Alan Brown

## Web Design & Front End Development Portfolio



### Project Overview

**Company:**  
Livemercial, Inc.

**Client:**  
Eastman Kodak

**Project:**  
User Interface Design, Front End Programming

**Description:**  
Worked as the Art Director, Designer and Front End Programmer from start to finish.

Worked with client and internal project management directly to create this final website selling a holiday special offer for the Kodak EasyShare 5300 Printer

**Markup Specifications:**

- XHTML / CSS
- Custom JQuery Thickbox
- Custom Spry Accordians
- Custom Flash Video Player



## Project Overview

**Company:**  
Livemercial, Inc.

**Client:**  
Direct Buy

**Project:**  
User Interface Design, Front End Programming

**Description:**  
Worked as the Art Director, Designer and Front End Programmer from start to finish.

Worked with client and internal project management directly to create this final website to convert leads for Free Visitor Passes to members only showroom

**Markup Specifications:**

- XHTML / CSS
- ASP Database Include
- Custom Flash Header & Video Player





### Project Overview

**Company:**  
Ancient Ink Tattoo Studio

**Client:**  
Freelance Client

**Project:**  
User Interface Design, Front End Programming

**Description:**  
Worked as the Art Director, Designer and Front End Programmer from start to finish.

Worked with client directly to complete this website detailing services, portfolio, care sheets and more.

**Markup Specifications:**

- XHTML / CSS
- Custom Javascript Photo Gallery
- Search Engine Optimization



Alan Brown

## Web Design & Front End Development Portfolio

### Project Overview

**Company:**  
Livemercial, Inc.

**Client:**  
Internal Promotion

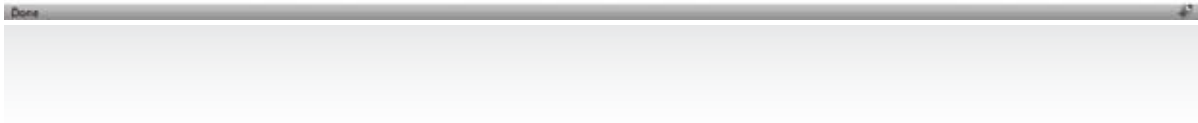
**Project:**  
User Interface Design, Front End Programming

**Description:**  
Worked as the Art Director, Designer and Front End Programmer from start to finish.

Worked with internal team directly to complete this website promoting available careers, job boards, and more.

**Markup Specifications:**

- XHTML / CSS
- Search Engine Optimization
- PHP Database Job Board





## Project Overview

**Company:**  
Livemercial, Inc.

**Client:**  
Mel Martinez, U.S. Senate

**Project:**  
User Interface Design, Front End Programming

**Description:**  
Worked as the Art Director, Designer and Front End Programmer from start to finish.

Worked with internal team directly to complete this website promoting available careers, job boards, and more.

**Markup Specifications:**

- XHTML / CSS
- Search Engine Optimization
- ASP Database Include
- Custom Flash Video Player



Alan Brown

## Web Design & Front End Development Portfolio

### Project Overview

**Company:**  
Bad Boyz Toyz, Inc.

**Client:**  
Shocktech, Inc.

**Project:**  
User Interface Design, Front End Programming

**Description:**  
Worked as the Art Director, Designer and Front End Programmer from start to finish.

Worked with internal management team to create this e-commerce site from the ground up. Site featured standard "cart" functionality; landing pages, detail pages, large image views, tutorials, and backend checkout pages.

**Markup Specifications:**

- XHTML / CSS
- Search Engine Optimization
- Custom Flash Promotional Banner
- Miva Merchant Based Customized Cart



Alan Brown

## Web Design & Front End Development Portfolio

### Project Overview

**Company:**  
Livemercial, Inc.

**Client:**  
WORX GT

**Project:**  
User Interface Design, Front End Programming

**Description:**  
Worked as the Art Director, Designer and Front End Programmer from start to finish.

Worked with client and internal project management directly to create this final website to sell the clients unique product.

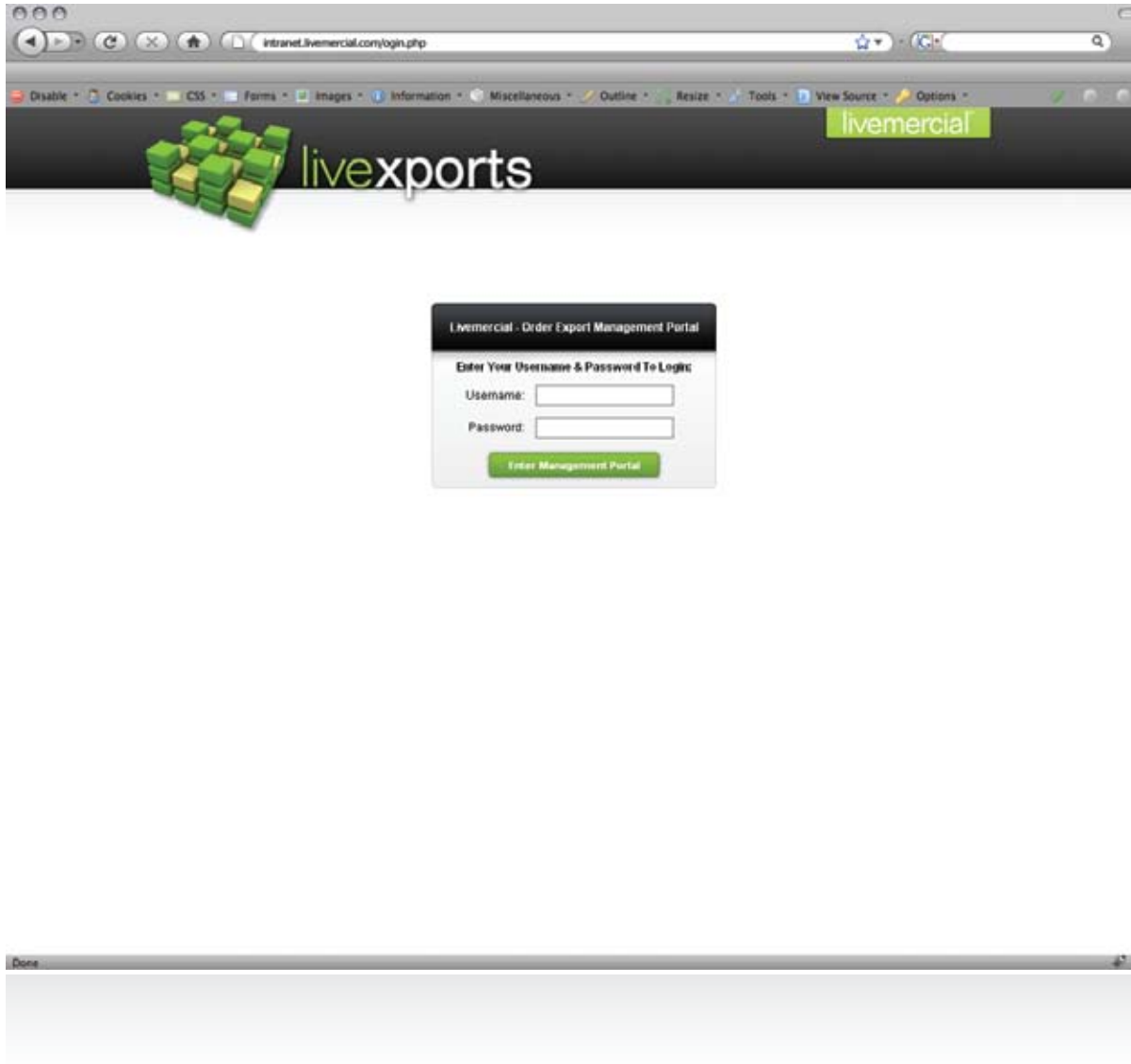
**Markup Specifications:**

- XHTML / CSS
- Search Engine Optimization
- Custom Flash Video Player



*Alan Brown*

## Web Design & Front End Development Portfolio



### Project Overview

**Company:**

Livemercial, Inc.

**Client:**

Internal Client Export Portal

**Project:**

User Interface Design, Front End Programming

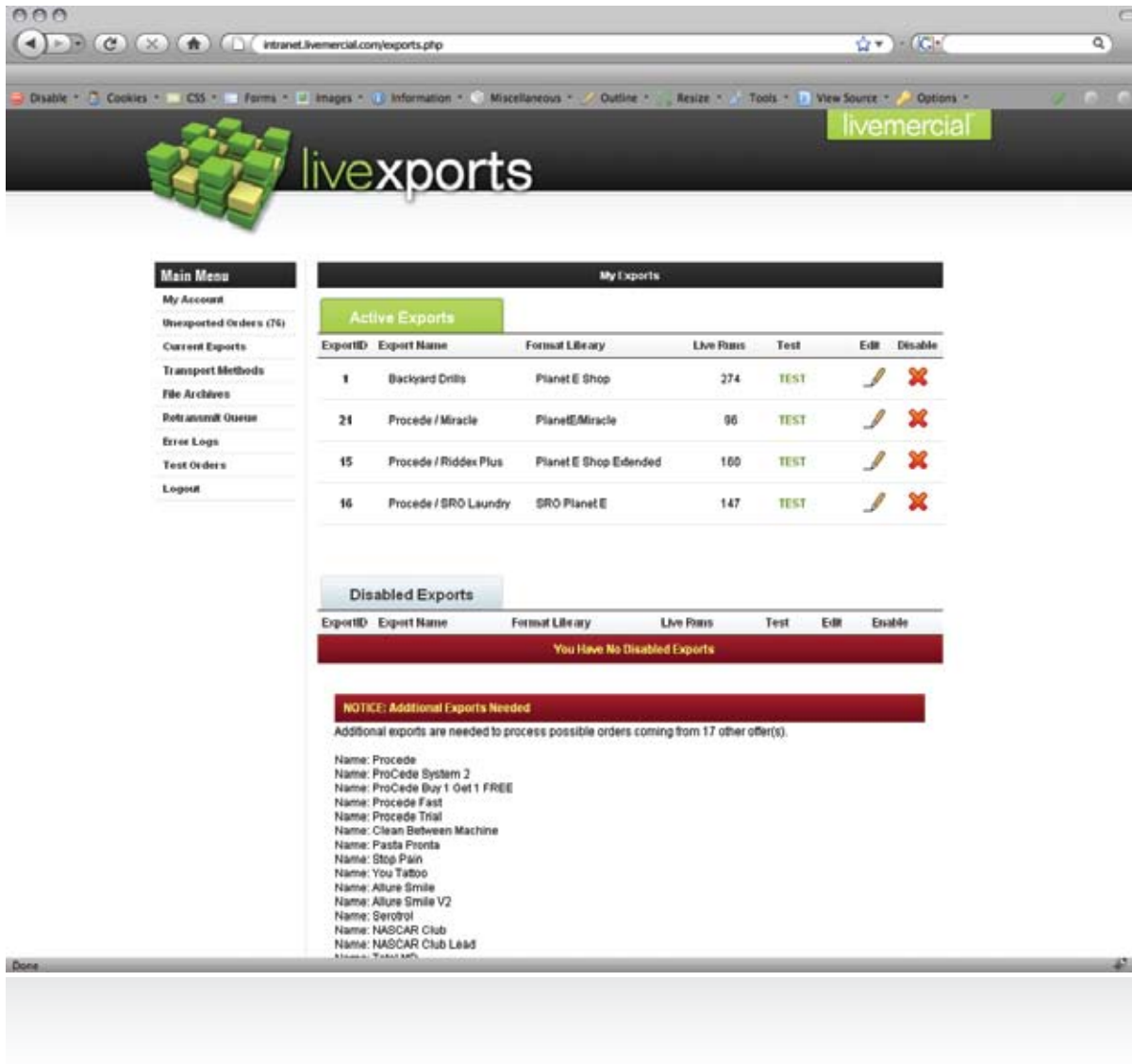
**Description:**

Worked with team of PHP programmers to develop this portal for clients to track and manage their exports.

Screen 1 of 3

**Markup Specifications:**

- XHTML / CSS
- PHP Database Functionality
- PHP Custom Includes



## Project Overview

**Company:**  
Livemercial, Inc.

**Client:**  
Internal Client Export Portal

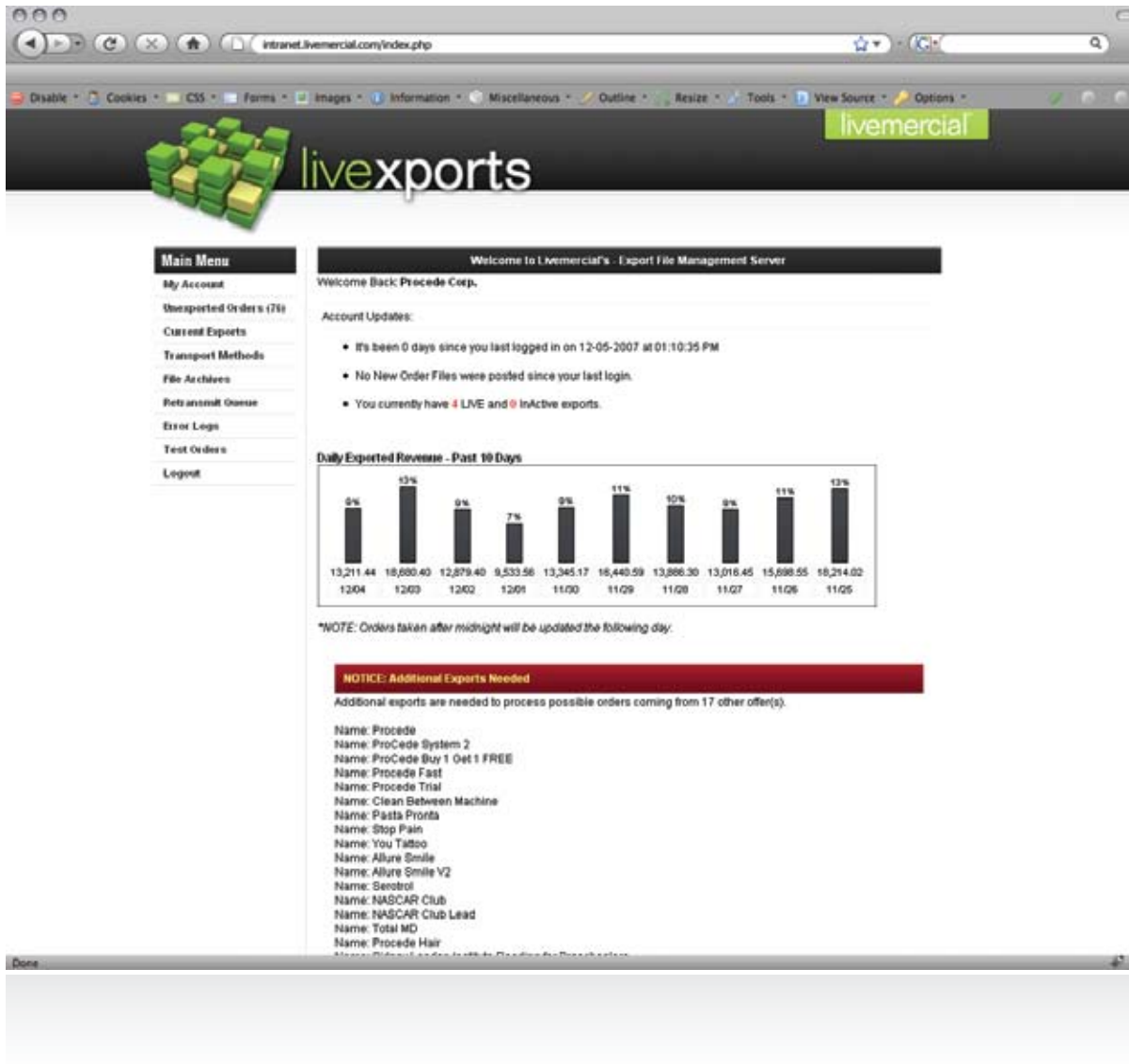
**Project:**  
User Interface Design, Front End Programming

**Description:**  
Worked with team of PHP programmers to develop this portal for clients to track and manage their exports.

Screen 2 of 3

**Markup Specifications:**

- XHTML / CSS
- PHP Database Functionality
- PHP Custom Includes



## Project Overview

**Company:**  
Livemercial, Inc.

**Client:**  
Internal Client Export Portal

**Project:**  
User Interface Design, Front End Programming

**Description:**  
Worked with team of PHP programmers to develop this portal for clients to track and manage their exports.

Screen 3 of 3

**Markup Specifications:**

- XHTML / CSS
- PHP Database Functionality
- PHP Custom Includes