

# TED GLAZER

Interactive Creative Director | Web Designer & Developer

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[www.glazerweb.com](http://www.glazerweb.com)

Baltimore, MD

## PORTFOLIO:

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Please go to the following web site to view my work: <http://www.glazerweb.com/>

## SUMMARY:

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Creative and web professional with extensive experience, including web design/development, art direction, multimedia production, interface design, high-end graphic design and corporate identity. Experienced manager and designer as well as a detail-oriented self-starter with excellent communication skills.

## PROFESSIONAL EXPERIENCE:

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### CREATIVE DIRECTOR

Visual Data Systems, Columbia, MD

October 2007 – October 2009

Resort and vacation Rental Industry

- Supervised and provided creative direction for a team of web designers and developers.
- Wrote and coordinated web design project proposals and contracts.
- Managed web design project budgets and formulated client quotes.
- Maintained web design departmental budget, equipment and costs.
- Served as company wide creative consultant.
- Spearheaded design standards, vision and direction.
- Acted as primary web design contact and consultant for client base. Led and attended client meetings.
- Formulated quotes and determines budgets for all design projects.
- Hired, trained and mentored staff designers, freelancers and interns.
- Reported directly to the Owners, President, Vice President and Operations Director.
- Served as lead web designer, developer and print designer.
- Utilized all core web software and technologies. (Dreamweaver, Photoshop, HTML, Flash, etc.).
- Produced Flash for various web design applications and presentations.
- Created web multimedia including video encoding, compression, audio, social media, blogs, etc.
- Implemented SEO (search engine optimization), web usability and compliance.
- Integrated and used Google technologies including analytics, maps, search, weather, etc.
- Conducted training for clients in Adobe Contribute and Visual Data Systems products / services.

### ART DIRECTOR / SENIOR WEB DEVELOPER

Johns Hopkins School of Medicine, Baltimore, MD

November 2001 – October 2007

Academic and Health Science

- Designed/developed web sites and GUIs for Welch Medical library and Office of Academic Computing.
- Directed and designed high-end visual communication, direct mail, flyers, handouts, posters, signs, brochures and other materials for a variety of internal clients.
- Supervised and art directed web development staff on all graphic and web design projects.
- Art directed and designed Welch Medical Library course catalogs and Annual Reports.
- Produced various interactive multimedia based tutorials involving one or more of the following technologies or applications: QuickTime or Real streaming video, MP3 audio, Flash, Director, 3-D animation along with original music and voice over.
- Negotiated and acquired bids from printing vendors, sign companies and sub-contractors.
- Acted as web master for several Johns Hopkins School of Medicine web sites.
- Created e-learning interfaces and tools for the Department of Academic Computing.
- Developed Cold Fusion and Access database applications and functionality for the Division of Health Sciences Informatics and other departments.
- Served as Photographer for various Welch Medical Library events and projects.
- Designed and produced all signage for Welch library marketing, meetings and conferences.
- Video taped, edited and streamed various seminars and workshops for the Internet.

**WEB / MULTIMEDIA ART DIRECTOR**  
**Caliber Learning Network, Inc., Baltimore, MD**

**September 1999 - June 2001**  
**Corporate E-learning**

- Supervised a staff of designers, copywriters, interns as well as freelancers/outside contractors.
- Managed and art directed all web design projects both internal and client based.
- Created and maintained corporate website.
- Designed WebCore, the company's product interface for on-line e-learning. Used by a variety of corporations and academic institutions internationally for their e-learning needs.
- Implemented graphics GUI for client course login and registration on-line application.
- Produced Flash animations for client courses, corporate identity, marketing and trade show invitations.
- Provided multimedia / graphic design consulting and software training to all departments in the organization.
- Developed batch processing application for client graphics conversion.
- Created e-learning websites and prototypes for clients such as American College, NEC, Sprint, Black and Decker, Columbia University, University of Southern California and many more.
- Designed e-learning CD-ROM graphic interfaces and courses for clients.
- Spearheaded the design "look and feel" of a multi-million dollar online training and assessment website for the company's largest client, a leading professional services firm.
- Utilized Macromedia Director to create a CD-ROM based simulation of the company's core product.
- Constructed logos and corporate identities for various sub divisions and products of the organization.
- Designed corporate Intranet site, which aided in the streamlining of departmental workflow.

**SENIOR MULTIMEDIA DESIGNER**  
**Lippincott Williams & Wilkins Inc., Baltimore, MD**

**September 1994 - September 1999**  
**Medical and Health Science Publisher**

- Designed/developed corporate Internet home page – www.LWW.com. and Intranet.
- Authored/designed websites for various divisions and product lines.
- Designed/developed promotional hybrid CD-ROMS for various product lines.
- Programmed interactivity/authoring (Lingo) and designed CD-ROM interfaces and graphics.
- Created/edited sound/music clips and authored/edited QuickTime video.
- Created 3-D animation/rendering/modeling Handled CD master burning and licensing/distribution.
- Developed annual report on CD-ROM and beta tested on Mac, Windows 95 and NT platforms.
- Created 3-D animations for all electronic products and early /bi-yearly sales meeting presentations.
- Edited/produced QuickTime, MOOV and QuickTime for Windows video clips.
- Produced computer generated presentations for sales meetings/training sessions.
- Developed high profile 1, 2, and 4+-color direct mail/print ads for various product lines.
- Produced various size posters for trade shows and conventions.
- Developed product line logos and corporate identity packages and designed CD-ROM packaging.
- Provided Apple software/hardware training and provided technical support to Mac platform users.

**ADDITIONAL EXPERIENCE:**

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Marketing Specialist/Graphic Designer	Standard Federal Savings Assoc.	Gaithersburg, MD
Graphics Coordinator	Prudential Health Care Plan	Baltimore, MD
Graphic Designer/Marketing Coordinator	International Chiropractors Association	Arlington, VA

**SOFTWARE & TECHNOLOGY CAPABILITIES:**

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Access Database	Contribute	FTP	Photoshop CS4
Acrobat Pro	Div based design	GIF animation	Quark Xpress
Apple iLife Suite	Director	HTML/XHTML	QuickTime / Real video
Apple Soundtrack	Dreamweaver CS4	Illustrator CS4	Steinberg Cubase
Captivate	FinalCut Pro HD	InDesign CS4	XML and DHTML
Cascading Style Sheets	Fireworks	Javascript	And other
ColdFusion	Flash CS4/Flash video	MS Office	

**EDUCATION & PROFESSIONAL EXPERIENCE:**

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BA degree in Mass Communication and Design	Towson University	Towson, MD.
Graphic Arts Program	Philadelphia College of Art	Philadelphia, PA.

Macromedia Director Authorized Training Workshop, New York, NY.  
Web Authoring and Flash multimedia courses, Maryland Institute College of Art, Baltimore, MD.  
Various web technology continuing education workshops and courses.