

Corey McCarty

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Summary

I am a design veteran with 20 years experience in web design, interactive media, print products and illustration.

Samples of my work

<http://stage.bassbootcamp.com/>

<http://berkscountryfest.com/>

<http://thesoundroom.live/>

<http://weeu.com/>

<http://www.readingeagle.com/>

Experience

Lead Web Designer

Reading Eagle Company, Reading, Pennsylvania

December 1999 – Present

Skills demonstrated:

- Experience setting up hosting accounts, FTP of files.
- Extensive experience customizing the Wordpress CMS.
- Utilizes hand-coded CSS3, HTML5, JQuery and Javascript to produce standards compliant and search engine friendly online packages.
- Familiarity with Node.js and SASS.
- Proficient in the current Adobe CS including InDesign, Illustrator, Photoshop, Dreamweaver and Visual Studio Code .
- Ability to spot and improve an existing poorly optimized website and make the necessary SEO improvements to boost search rankings.
- Extensive history of developing responsive web sites to accommodate tablets, mobile and

smartphones.

- Expertise in creating sleek Emails newsletters and marketing materials that are fully compatible with all major email clients.
- Strong understanding of user-centered design principles, interactive design, usability, and style guides.
- Excels in fast-paced, collaborative work environments.
- A willingness to take on new challenges, learn new skills and fulfill the evolving needs of the company.
- Manage a project through the entirety of its life cycle.

Responsibilities

- Create mobile friendly websites from the ground up using the latest HTML5, CSS3, Javascript and JQuery.
- Maintain the Reading Eagle website and all its affiliates including Berks Country Fest, WEEU, The Sound Room and the Reading Eagle Intranet site.
- Design custom Wordpress themes utilizing the Foundation framework.
- Organize and design marketing campaigns using the BlueConic CDP (Customer Data Platform).
- Organize and design Email campaigns, Contests, Polls etc. using the Second Street Audience Engagement Platform.
- Project management and client relations to ensure projects are done on time and on budget.
- Conceive, plan, research and render graphics in the latest version of Adobe Illustrator and Photoshop.

Honors & Awards

Winner of first place Keystone Press Award for graphic design

Winner of several Newsroom Best Awards.

Winner of two Excellence in Broadcasting Awards from the Pennsylvania Association of Broadcasting.