

Kerwin Siy
305 W.52nd Street, Apt. #2A • New York, NY 10019
Tel. (201) 748-5661 • Fax. (718) 939-3284
KSiy@usa.com
www.dragonsaber.com

- Objective: A position in the Web industry involving design, multimedia and/or product development
- Summary of Qualifications:
- Excellent project manager skilled in juggling competing priorities, creating project specifications, and development plans, and driving progress from concept through launch
 - Experience working closely with sales, marketing, business development, and managerial colleagues to grow the site, solve problems, and recommend tools for increased technical productivity
 - Creative and technical expertise in Adobe Photoshop
 - Expertise in HTML conversion and web graphics
 - Ability to create custom applications using a mixture of Cold Fusion, SQL, Oracle, JavaScript, XML, XHTML, CSS, Perl, JRun & Shell scripting
 - Proficient across Windows, Macintosh and Unix-based operating systems
 - Skilled in a variety of Web development tools including Illustrator, Image Ready, Director, Premiere, Quark Xpress & Microsoft Office
 - Familiarity with Macromedia Flash & Freehand
 - Experience in digital photographic imaging, color correction, traditional animation, rotoscoping, video editing, graphic design techniques, pc hardware
 - Strong background in animation - 3-D Studio, Animator Studio, Softimage, Alias and Composer

Experience:

- January 2002 - present
- Web Production Manager
Wiley Publishing, Inc. / Frommers.com - Hoboken, New Jersey
- Lead designer and producer for Frommers.com
 - Collaborated with new colleagues & freelancers to complete 3 site redesigns of Frommers.com

- Planned & coordinated a major Web server move between 2 hosts with no downtime
- Managed server side issues with Internet host in Somerset, NJ
- Responsible for departmental network environment
- Developed custom Cold Fusion applications to automate the massive creation of pages across Frommers.com
- Designed a backend development site that included applications, documentation & reports for the team to reference in a daily basis
- Managed projects of consultants & freelancers
- Created plans and specified project requirements for peers
- Assisted with Unix Admin Duties such as troubleshooting server side issues, optimizing performance and reducing downtime

October 1998 – present

Web Design / Production Consultant

- Kim Eng Yeo: Executed 2 site redesigns; Active Webmaster
- RCT Performance: Designed the Web site, logo & all other artwork from the ground up; Active Webmaster
- Religions for Peace USA: Redesigned & brought Web site up-to-date with current technology; Designed the backend database & content management system
- Church of St. Paul & St. Andrew: Redesigned Web site for a professional look and feel

April 1999 - December 2001

Web Producer / Designer

Hungry Minds, Inc. / Frommers.com - New York, New York

- Lead designer and producer for Frommers.com
- Executed 3 site redesigns
- Performed design on all new pages and built templates for peer producers to follow
- Created internal & external ad banners to increase Frommers.com traffic
- Developed custom Cold Fusion applications that transformed the Frommer's travel guides into an interactive Web experience
- Consistently solved layout problems that brought advertising, marketing, content, functionality & design together

- Managed projects of associate producers & consultants
- Trained new producers & freelancers in Web development
- Acted as interim Traffic Manager using the DART Network interface

December 1997 -
April 1999

Associate Producer
Macmillan Online USA - New York, New York

- Associate designer and page builder for the New York based Frommers.com
- Lead designer for the Indianapolis based mcp.com & Macmillan Software Store
- Created promotional graphics

May 1997 -
December 1997

Freelancer - Web Design / Development
Macmillan Digital USA - New York, New York

- Designed Web sites (both public and internal) for several departments
- Created a large volume of ad banners to promote company products
- Retouched photos & optimized various graphics for the Web
- Created layout for product pages in online stores

Volunteer Work:

Church of St. Paul & St. Andrew: Helped run a weekly tutoring program aimed at helping children of all ages, on a one-to-one basis with a variety of academic subjects

West Side Campaign Against Hunger (WSCAH): Assisted with a day care program that involved entertaining & overseeing the safety of children

Awards and
Honors:

- January 2002 - Pacesetter Award for Management of Site Migration
- October 2001 - #1 ad banner on Yahoo! Ad Clipper
- October 2000 - Quality Award
- April 2000 - Frommers.com Team Award

Education:

Savannah College of Art & Design
B.F.A in Computer Art
Minor in Art History
3.79 GPA - Magna Cum Laude