

Cynthia Haddock

interactive media & web design

415.823.5153 • mail@cynthiahaddock.com

About

I'm a well-rounded designer specializing in interactive media and web design, with extensive experience in retail ecommerce. Excellent multi-tasking, organizational skills and a strong attention to detail allow me to take on large customer-facing projects and perform efficiently with tight deadlines. With a strong background in programming, I have the ability to focus equal amounts of attention to the artistic and technical aspects of my projects.

Professional Experience

**Senior Creative Coordinator – Pottery Barn Internet Creative
Williams-Sonoma, Inc. - San Francisco, CA
February 2010 – Present**

- Design creative and innovative solutions for new interactive experiences
- Collaborate with merchandising team to clarify design objectives, create comps and revise creative in a timely manner
- Partner closely with PB brand managing editor to ensure accuracy on all asset copy
- Coordinate schedule and deliverables for seasonal content releases
- Work closely with other departments to launch seasonal social media updates, including Facebook posts and contests
- Set goals and expectations and manage workflow of creative coordinator
- Prepare and present creative for approval by executive team
- Perform Quality Assurance testing on website for upcoming releases

**Creative Coordinator – Pottery Barn Internet Creative
Williams-Sonoma, Inc. - San Francisco, CA
June 2007 – February 2010**

- Responsible for managing a wide range of design projects from creative brief through completion, including homepages and key landing pages
- Expanded the amount of interactive media on the site, including category pages and subcategory pages where content is more relevant to the customer
- Worked closely with Creative Director on new template and top navigation design for the P2 (2007) and DP (2009) platform changes.
- Hired and trained new production assistants
- Consulted with the Web Developer to collaborate on design and technical solutions to meet ever evolving business needs
- Partnered closely with other departments and outside vendors to launch seasonal content, including videos, retail store events and assets for on-going partnership with Benjamin Moore
- Managed work flow of team members and consistently met deadlines
- Prepared and presented creative for approval by executive team
- Performed Quality Assurance testing on website for upcoming releases

**Creative Production Assistant – Pottery Barn Internet Creative
Williams-Sonoma, Inc. - San Francisco, CA
September 2005 – June 2007**

- Conceptualized designs for new site functionality - presented creative and innovative solutions that worked within the brand style guide and user interface schematics
- Assisted coordinators in preparing electronic files for delivery to Web developer
- Gathered information for internet specific photo needs – working closely with merchandising team, determined photo needs, updated shot lists, and assisted on photo shoots
- Persuaded management to bring all outsourced Flash/interactive media projects in-house by demonstrating strong ability in Flash creation and execution
- Prepared presentations for higher level executives, including presentations for yearly Store Manager's Conference and Las Vegas Call Center Conference
- Maintained master seasonal asset lists
- Performed Quality Assurance testing on website for upcoming releases

Education

**The Art Institute of California -
San Francisco**

Bachelor of Science

Multimedia & Web Design

September 2002 – June 2005

- Graduated with Honors
- Awarded Best Portfolio – Spring 2005 Graduating Class

Las Positas College - Livermore, CA
Associate of Science

Computer Science

August 1999 - December 2001

- Graduated with Honors

Software

- Photoshop
- Illustrator
- InDesign
- Flash
- Dreamweaver
- Microsoft Word
- Microsoft Excel
- Microsoft Powerpoint
- Apple Final Cut Pro
- DVD Studio Pro
- Discreet 3ds Max

Technical Skills

- ActionScript
- HTML
- CSS
- JavaScript
- Visual Basic Programming
- UNIX
- PHP
- MySQL
- C++ Object Oriented Programming

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Freelance Experience

Web & Email Designer/Developer

Frankee Uno Salon & Gallery - San Francisco, CA

January 2007 – May 2009

- Designed and coded website
- Designed and coded HTML email marketing campaigns

Web Designer/Developer

Doie Designs - Los Angeles, CA

August 2005 – May 2009

- Designed and coded website for clothing designer
- Implemented online shopping using third-party vendor software

Web Designer/Developer

Petersen, Flynn & Dinsmore - San Francisco, CA

July 2005 – July 2006

- Designed and coded website for financial adviser firm

Web Designer/Developer

Saving Tails - San Francisco, CA

September 2004 – June 2006

- Designed and coded website for non-profit animal rescue organization

Web Designer/Developer

Our Lady of Guadalupe School - Fremont, CA

January 2005 - April 2005

- Designed and coded website for private elementary school
- Developed templates for school officials to keep website updated after project completion

Employment History

Fitness Instructor

The Bar Method, Marina - San Francisco, CA

November 2007 – present

Weekend Front Desk Manager

The Bar Method, Marina - San Francisco, CA

November 2006 – November 2007

Gift Packaging and Web Production Assistant

MyFavoriteCity.com - Burlingame, CA

August 2004 – August 2005