TED GLAZER

Creative Director | Web Designer/Developer | Marketing Pro

410-935-9303 glazdes@comcast.net www.glazerweb.com Baltimore, MD

PORTFOLIO:

Please go to: http://www.glazerweb.com/

SUMMARY:

Web and creative professional with advanced experience in web design/development, marketing, art direction, interactive, interface design, usability, graphic design and corporate indentity. Experienced manager and designer as well as a detail-oriented self-starter with excellent communication skills.

PROFESSIONAL EXPERIENCE:

MANAGER, WEB AND INTERACTIVE MARKETING
April 2010 – Present
Beth Israel Deaconess Medical Center, Boston, MA

- Manages and oversees web-marketing department and a staff of five.
- Conducts annual staff reviews, hires, trains and mentors staff.
- Key decision maker for all web-marketing initiatives for the organziation.
- Defines annual web marketing budget, plan and goals.
- Web master for bidmc.org public facing website, all micro sites and mobile sites.
- Responsible for 24/7 operation of portal / intranet serving over nine thousand staff
- Collaborates with Information Systems department, contractors and freelancers.
- Designs and develops websites, graphics, interactive solutions and animated web banners to support quarterly marketing campaigns.
- Designs and directs special projects such as 100 Pitches for Good Health site, Healthy Is E-cards, Needham Hospital 100th Anniverary Interactive Timeline, etc.
- Supports and manages the training of 300+ departmental web content editors.
- Advanced user and developer of the Sitecore web content management system.
- Proficient with MyEma.com e-newsletter solution, Brightcove Video Cloud, Google Analytics reporting and Urchin Analytics for intranets.
- Assists with Social Media presence.

CREATIVE DIRECTOR
October 2007 – October 2009
Visual Data Systems, Columbia, MD

- Provideed creative direction for a team of web designers and developers.
- Wrote and coordinated web project proposals, statements of work and contracts.
- Managed web design project budgets and formulated client quotes.
- Maintained web design department budget, equipment and costs.
- Served as company wide creative consultant.
- Spearheaded design standards, vision and direction.
- Web design consultant for entire client base. Led and attended all client meetings.
- Formulated quotes and determines budgets for all design projects.
- Hired, trained and mentored staff designers, freelancers and interns.
- Reported directly to the owner, VP and senior exectives.
- Served as lead web designer, developer and print designer.
- Utilized web software including Dreamweaver, Photoshop, HTML, Flash, etc.
- Produced Flash for various web design applications and presentations.
- Provided video/audio encoding/compression, social media, blogs, etc.
- Implemented SEO (search engine optimization), web usability and compliance.
- Integrated Google technologies including analytics, maps, search, weather, etc.
- Trained clients in Adobe Contribute and Visual Data Systems products / services.

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ART DIRECTOR / SENIOR WEB DEVELOPER

November 2001 – October 2007

Johns Hopkins School of Medicine, Baltimore, MD

- Designed/developed web sites, GUIs and touch screen sites for Welch Medical library, Office of Academic Computing, Bioinfomatics and School of Public Health
- 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 staff on all graphic and web design projects.
- Art directed/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 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 and conferences.
- Video taped, edited and streamed various seminars and workshops for the Internet.

WEB / MULTIMEDIA ART DIRECTOR

September 1999 - June 2001

Caliber Learning Network, Inc., Division of Sylvan Leanring, Baltimore, MD

- Supervised a staff of designers, copywriters, interns and 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 registration on-line application.
- Produced Flash animations for client courses, corporate identity, marketing trade show.
- Provided multimedia / graphic design consulting and software training for all departments.
- 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.
- 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 simulation of the company's product.
- Constructed logos and corporate identities for various sub divisions and products.
- Designed corporate Intranet, and aided in streamlining of departmental workflow.

SENIOR MULTIMEDIA DESIGNER

September 1994 - September 1999

Lippincott Williams & Wilkins Inc. Medical Publisher, Baltimore, MD

- 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, authored 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 burning and licensing/distribution.
- Developed annual report on CD-ROM.

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- Created 3-D animations for semi-annual sales presentations.
- Edited/produced QuickTime, MOOV and QuickTime for Windows video clips.
- Produced computer generated presentations for sales meetings/training sessions.
- Developed high profile 2, and 4+-color direct mail/print ads for various product lines.
- Produced various size posters for trade shows and conventions.
- Developed product logos, corporate identity and designed CD-ROM packaging.
- Provided Apple software/hardware training and technical support to Mac platform users.

ADDITIONAL EXPERIENCE:

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

SOFTWARE & TECHNOLOGY CAPABILITIES

Access Database
Adobe Master Collection Suite CS6:
- Photoshop CS6 Extended
- Illustrator CS6
- InDesign® CS6
- Acrobat® X Pro
- Flash® Professional CS6
- Flash Builder® 4.6 Premium
- Dreamweaver® CS6
- Fireworks® CS6
- Adobe Premiere Pro CS6
- After Effects® CS6
- Adobe Audition® CS6
- Bridge CS6
- Media Encoder CS6

Adobe Acrobat Pro 10
Adobe Contribute
Adobe Captivate
Adobe Director
Apple iLife Suite
Apple Soundtrack
Apple Gargae Band
Brightcove Video Cloud
CSS3
ColdFusion
Div based web layout
FinalCut Pro HD
Fetch FTP
GIF animation
Google Analytics

HTML5
Jquery
Javascript
Joomla CMS
MS Office Suite
MyEmma E-newsletter
PHP
Sitecore CMS
Steinberg Cubase
Quark Xpress
QuickTime video
XML and DHTML
Urchin Analytics
And others…

EDUCATION & PROFESSIONAL EXPERIENCE:

BA, 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 Adobe Flash courses, Maryland Institute College of Art, Baltimore, MD.
Attended various web technology continuing education workshops, courses and seminar.