



DARNELL THOMAS  
CREATIVE RESUME  
2016 EDITION



## PREFACE

The purpose of this resume is to serve as a comprehensive breakdown of my career experience over a range of multimedia roles.

A single page web & graphic resume is available at [www.darnellcreates.com](http://www.darnellcreates.com)



# DARNELL THOMAS

Creative with five years expertise in graphic and web development. Professional level skills in Adobe Creative Suite and for creating media for print, broadcast and web use in small and large scale projects. Experience working in eCommerce via contributions towards site functionality, optimization and content strategy as well as Project Management to improve team processes.

## WORK EXPERIENCE

### HOTCARDS | August 2015 - September 2016

Front End Developer | [www.hotcards.com](http://www.hotcards.com)

- \* Managed site via Github for issue tracking and pull requests amongst other developers
- \* Rebuilt front end code structure to replace bloated codebase and make future site updates easier
- \* Rebuilt site using responsive design CSS strategy for mobile/tablet access
- \* Took part in weekly web development touchbase

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### BELK | August 2012 - August 2015

Digital Experience Producer | [www.belk.com](http://www.belk.com)

- \* Leads the effort of scheduling promotional and product content on Belk.com as a member of eCommerce. Working alongside Content Strategists, Web Merchants, Designers and Image Producers to perform weekly updates and overall site progression. Responsibilities include writing and verifying HTML code that complies with Belk.com desktop and mobile layout, advertises current specials and showcase the newest line of retail items from over 200+ brands.
- \* Leverages HTML, CSS, Javascript & jQuery daily to support marketing campaigns by Belk, such as Back To School, Mother's Day, Charleston Fashion Week & Father's Day initiatives by creating landing pages. This included promoting brands exclusive to Belk as well as internationally known brands such as Polo Ralph Lauren, Nautica and IZOD.
- \* As a hybrid Desktop & Mobile Developer, I solve development issues by utilizing my in-depth knowledge of the current desktop site as the company progresses towards a Mobile First approach, allowing for updates to increase appeal, stability and consistency in experience.
- \* Provides weekend on-call assistance for scheduled content and large scale efforts such as BelkDays, Black Friday and NightOwl/Early Birds to quickly resolve any stability issues with site. Resolution efforts during severe site issues in the midst of a large scale initiative resulted in \$300,000 in customer site purchases in 3 hours which, would have otherwise been lost.
- \* Collaborated with internal UX team to create a template for Promotional Gels on Belk.com utilizing HTML/CSS/ jQuery, allowing for content to be displayed in a new engaging manner and easy reuse of template.
- \* Creation of a mini-site that serves as a informative content piece surrounding Monetate (a 3rd party dynamic marketing tool for websites injected via JavaScript) that enables key internal partners to better understand potential use cases, background and current uses on our Desktop site to best integrate within our Mobile Site environment.

## WORK EXPERIENCE (CONTD.)

### BEACON SOFTWARE | March 2012 - August 2012

Front End Developer/Designer | [www.beaconsoftco.com](http://www.beaconsoftco.com)

- \* Web Design/Developer Internship at Beacon Software, a nationwide towing dispatch software company. Responsibilities include daily site maintenance, updates to site content and front & back end site layout and design.
  - \* Removed table based web coding to modern HTML, CSS & jQuery markup to enhance Search Engine Optimization, update to current web standards and allow easier site content updates in the future.
  - \* Sketched page ideas with pencil/paper & Adobe Photoshop to screen potential page designs, allowing an increase in design productivity, input from supervisor and focused workflow.
  - \* Created product page featuring software specifications to coincide with launch of recently released software application, providing new and current customers with reliable information of product.
  - \* Management of website by use of a templating system, increasing productivity and consistency in development.
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### CLEVELAND CAVALIERS/LAKE ERIE MONSTERS | July 2011 - December 2011

Graphic Designer & Broadcast Production | [www.theqarena.com](http://www.theqarena.com)

- \* Intern for the in-house production crew for the Cleveland Cavaliers, Lake Erie Monsters & events at Quicken Loans Arena. Assisted in all aspects in the grand spectrum of sports production; in-arena, broadcast and web projects in roles as production assistant, graphic design & video editing. Created graphics for Cavs and Monsters marketing and in-game promotions.
  - \* Created custom graphics for widely promoted Hockey Heritage Night during Lake Erie Monsters game with only supplied text from Game Director, surpassing expectations and producing visually attractive and informing graphics highlighting Cleveland's hockey history.
  - \* Assumed role as production assistant during high pressure and tight deadline productions, allowing director, cameramen and crew to focus more on achieving desired results.
  - \* Assisted in preparation of gameday events, often working long periods to complete tasks required for a successful and entertaining live broadcast presentation.
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### PORTRAIT INNOVATIONS | April 2010 - June 2011

Photographer | [www.portraits.com](http://www.portraits.com)

- \* Portrait photography for diverse range of clients, including newborns, toddlers, teens, adults and business professionals. Responsible for superb quality in photography session as well as overall experience with clients daily.
- \* Continuously developed new methods & techniques in photography style, including angles, position, color coordination, subject(s) pose and photo manipulation to attract new and appease repeat customers.
- \* Enthusiastic and outgoing personality entertained as well as put clients at ease, allowing the possibility in capturing natural expressions during photo session.
- \* Consistently delivered fast, efficient and effective customer service at the high volume studio. Often assigned 9-10 sessions during 11 hour work shifts daily during peak seasons
- \* Performed color correction & minor touchup of photos plagued by lighting issues, light scratches and marks to satisfy and retain customer.

## WORK EXPERIENCE (CONTD.)

### PRINCESS CRUISES | MARCH - MAY 2009

Videographer | [www.princess.com](http://www.princess.com)

- \* Synchronized with talent during onboard activities & events to record their interactions with patrons, as well as patron involvement to produce highlight video of event
- \* Recorded video while working on unusual work environments such as atop glaciers, fjords, Alaska's wilderness and seaside to showcase Alaska splendor as seen through the visitor experience, creating a desire to return, promotion of cruise experience DVD as well as in attracting future patrons.
- \* Enthusiastic and outgoing personality entertained as well as put clients at ease, allowing the possibility in capturing natural expressions during photo session.
- \* Coordinated with other videographer to cover 2 camera shoots as well as working individually, resulting in producing one of the highest selling Alaska Tour DVD's in Princess Cruises history at that time.

## ATTRIBUTES

ADOBE PHOTOSHOP



PROJECT MANAGEMENT



JAVASCRIPT



PHOTOGRAPHY



HTML5



ADOBE ILLUSTRATOR



CONTENT MANAGEMENT



VIDEOGRAPHY



RUBY ON RAILS



CSS3



ECOMMERCE



## ACADEMIA

### CUYAHOGA COMMUNITY COLLEGE | 2012

Associates Degree, Web & Interactive Media  
Cum Laude - GPA: 3.7  
C/O 2012

### OHIO CENTER FOR BROADCASTING | 2007

Certification in Radio & TV Broadcasting  
GPA: 3.85

## FREELANCE EXPERIENCE

### CLIENTELE INCLUDES:

- AZIZA Workgroup
- Greater Cleveland Volunteers
- Cleveland Garlic Festival
- Redeemer Crisis Center
- Cleveland GiveCamp
- Christ The King Church
- Broadcast Media Ideas
- FOX 8 Cleveland