

Fredrick Scott Lassiter

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SUMMARY

Seasoned IT professional with over 10 years of experience providing web design, web development, and user experience analysis. Excellent interpersonal skills and the ability to provide quality project management. Ability to quickly learn new coding and design techniques and adaptable to different technical environments. Experience integrating search engine optimization techniques and tools to improve search results.

EMPLOYMENT HISTORY

Independent Web Designer/Web Developer/User Experience Designer

Scott Lassiter Design, LLC. 2004 - present

- Provide web hosting and domain management
- Design custom websites using Photoshop and Illustrator
- Develop custom websites using PHP, MySQL, HTML, HTML 5, CSS, Javascript, and jQuery
- Market and provide Search Engine Optimization for new and existing websites
- Design, develop, and maintain websites using Wordpress
- Provide graphic design including logos, print media, and other branding initiatives

User Experience Analyst (Short Term Contract), Mobile Connectivity Team

Best Buy Corporate Headquarters, Richfield, MN July 2012 – October 2012

- Provided User Experience Analysis and research
- Gathered, analyzed, collaborated, and documented user experience requirements
- Participated in design reviews and analysis
- Analyzed wire-frames and User Interface Design documents (UIDs)
- Provided user acceptance testing
- Use of HTML and CSS for content management, analysis, and editing

Web Designer/Web Developer/Business Analyst

CarSoup.com, Bloomington, MN January 2007 – May 2012

- Project management for the development of client web sites, company intranet, new market development, and reverse publishing solutions for newspaper clients and partners
- ASP.NET, HTML, CSS, and Javascript development
- Facilitated communication between business and technical teams providing documentation, wire-frames, and instructional design for web based projects and programs
- Provided responsive design solutions for web site usability, user experience, and site navigation
- Search Engine Optimization and web marketing to help improve search ranking
- Provided testing and quality assurance
- Provided mobile design solutions and worked with development team to integrate new mobile layout and technology for mobile devices.

Web Designer/Graphic designer

Motorola, Burnsville, MN October 2005 - January 2007

- Maintained public web site for small business organization within Motorola
- Provided project management, cost estimates, time lines, search engine optimization, and search engine marketing
- Re-designed existing publications and marketing materials
- Collaborated with marketing team on new initiatives
- Designed packaging for client products
- Created new print and web advertisements for magazines, trade shows, and internet

Graduate Assistant/Web Designer

Minnesota State University, Mankato, October 2005 – December 2005

- Designed web site for College of Business MBA program
- Provided Adobe Flash training for MNSU Water Resource Center
- Rebuilt animated help instructions for University web site using Adobe Flash
- Designed logos for University web services within University web site
- Re-designed navigation and web page layout for MNSU web site services web pages

Graphic Designer/Graphics Help Desk

SRA International, Washington, DC, Electronic Publishing Support July 2003 - July 2004

- Provided graphic design, desktop publishing, and template support for United States Government Accountability Office (GAO)
- Assisted with publication of reports submitted directly to U.S. Congress
- Provided help desk support for Graphics, Composition, and Visual Communication personnel
- Performed graphics software testing, color management troubleshooting, printing pre-flight, desktop publishing problem solving, service provider coordination, and computer image testing
- Initiated new procedures for improving production and teamwork in Publishing Assistance Groups
- Performed Information Technology services such as installing applications, troubleshooting applications, researching technical solutions, and font installation and management

Graphics Specialist/Web Designer

ROH-Incorporated, Arlington, Virginia February 1999 - July 2003

- Prepared reports and provided project support for US Navy Supervisor of Salvage and Diving
- Provided magazine publication, graphic design, graphic artwork, web design, technical manual editing, engineering drawings, help desk support, CD creation, photo manipulation, computer video editing, and style guide creation
- Created and prepared presentations and graphics support for worldwide salvage operations
- Provided logo design, business card design, brochures, trade show materials, and web design

EDUCATION

Bachelor of Fine Arts, Minor in Education, Old Dominion University, Norfolk, Virginia, 1996

SOFTWARE AND WEB DEVELOPMENT SKILLS

- Advanced skills using Adobe Photoshop, Adobe Flash, Adobe Dreamweaver, Adobe Acrobat, Adobe Illustrator, Adobe InDesign, Adobe PageMaker, and Adobe FrameMaker
- Proficient in Microsoft PowerPoint, Microsoft Word, Microsoft Excel, Sun OpenOffice, Wordpress
- Experience with, Microsoft Visual Studio 2008, SQL Server 2005, phpMyAdmin, Adobe Premier, Quark, Notepad ++, Tortoise SVN
- Proficient in HTML and CSS
- Experience using CSS3 and HTML 5
- Experience with XML, PHP, ASP.NET, Action Script, and JavaScript.
- Limited experience developing SQL and MySQL
- AGILE software development environment experience

OTHER ACTIVITIES AND COMMUNITY INVOLVEMENT

- St. Paul's Lutheran German Lake, Council Member
- Jefferson Shores Homeowner Association President