

Tommy Bay

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(801) 231-1469

Web Designer, Marketer

Profile More than five years of experience with design and marketing in a variety of responsible positions and industries.

Portfolio View my online portfolio at <http://tommybay.com>.

Skills

Web Design

I create simple and engaging websites utilizing standards-driven XHTML and CSS code to satisfy company and client needs.

Marketing Strategy

I manage various branding, promotion and sales initiatives while utilizing a creative, team-oriented outlook.

Graphic Design

I push pixels and vectors to create graphics for various web and print needs such as branding and advertising.

Technical

XHTML 1.1

CSS 2.1

Basic Adobe Flash

Windows XP / OS X

MS Office Suite

Social Media

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Experience

Compliance Information Systems

Design & Marketing

2006 – Present

- Design new websites
- Participate in UI projects and initiatives
- Maintain existing websites
- Educate about web standards
- Contribute to product naming exercises
- Generate brand-wide style guides
- Organize and plan company's User Group Conference
- Create graphics for web, apps, print
- Write copy for print and web

Designed and built multiple public-facing websites including a complete re-design of main company site. Established and maintained company forum, email campaigns (for various company divisions), and web presence (Twitter, LinkedIn, link exchange, SEO, etc). Designed and orchestrated naming/branding strategies of several company products and divisions.

*Experience
(Continued)*

Tommybay Design

Owner

Est. 2008

Started taking on side projects to further pursue web and graphic design interests and to earn extra money. Continue to take on various clients requiring new website design, maintenance on existing sites, logo design, business card design, email campaign design and consulting, and new media consulting (though my day job is still my priority).

Craig Kitterman & Associates Architects

Draftsman

2003 - 2005

Worked with AutoCad's AutoDesk to draw high-end residential structures. Learned to work directly with architect to understand project scopes and to translate design ideas and initiatives from sketches to final, digital, construction-ready plans.

Salt Lake Community College

Student Senator

2002 - 2004

Acted as a voice for the student body. Organized and promoted activities and student-centric initiatives. Worked in committees as chair and member to perform service, draft legislation and moderate executive and judicial branches of student government. Trained in various leadership courses.

Education

University of Utah

Received Integrated Marketing Communication (IMC) Certificate

2009

Salt Lake Community College

Studied web design

2007

Westminster

Studied internet marketing

2006

University of Utah

Studied marketing

2005 - 2006

Salt Lake Community College

Earned general A.S. degree

2002 - 2004