

Denise Fezza

12822 Cheverly Drive
Huntersville, North Carolina 28078
denise@denisefezza.com
(704)948-8184
portfolio: www.denisefezza.com

Profile

To find a design-based position offering extensive project-based experience within a company that is a leader in its field. I would like to have a channel for my enormous amount of creative energy, passion, leadership talents and drive to succeed in a leadership position, by mentoring lower-level colleagues.

Education

The Pennsylvania State University - University Park, Pennsylvania
Bachelor of Arts - Telecommunications and New Media 1997

Technical Summary

- Comfortable in both PC and Mac environments
- Knowledge of Web usability and best practices
- Adobe Photoshop, GoLive, Illustrator, ImageReady & Premiere, Quark XPress, Macromedia Director, Dreamweaver MX, Flash, Fireworks & SoundEdit 16, GIFBuilder, Soundforge
- NT Administration, PC Anywhere, FTP, Fetch, & Newsgroups
- Strong fundamental understanding of Homesite, FrontPage, HTML, XML, DHTML, Javascript

Notable Skills

Possess well-rounded experience in various sized retail, manufacturing, services, software and consulting industries.

Dedicated, passionate, energetic, team-player, detail-oriented, project planner and executor, excellent communication and leadership skills and thrives in collaborative work environments.

Professional Experience

Lowe's Companies, Inc.: Mooresville, NC: August 2004 - Present (*#50 in fortune 500, #127 in global 500*)
Senior Web Designer for Lowes.com and Emerging Channels

As Senior Web Site Designer, I provide leadership to the Site Design Team in the creation and maintenance of visual content and elements for various Lowe's web sites, integrating with Marketing initiatives and strategies and mentor less-experienced designers. The web site consists of more than 8,000 pages. My main projects this year have been to provide leadership expertise to the Lowes.com overhaul and redesign and lead the redesign of the Lowe's Newsletter Suite to enhance the look and create a more cohesive and consistent design feel and usability across all email newsletter messaging.

Cap Hill Design Group: Pittsburgh, PA: January 2001 - August 2004

Design Lead/Project Manager

Directed projects with firm working with clients including *American Eagle Outfitters, Allclad Metalcrafters, DrDrew.com*, and *Netlibrary.com*. Process includes seeing web projects through concept, planning & flowcharting and creating finished products including overseeing studio photography photo shoots for online e-commerce clients. Worked closely to direct web developers, e-commerce specialists and html coders to manage and direct e-commerce or brochure-ware web sites. Direct involvement with all new business initiatives and proposal generation. While my main experience and passion is Internet interface design and usability, I am also capable of print projects including corporate logos & identity packages, print advertisements, posters, restaurant menus, image-pieces, book covers and hand-made cards.

Client: American Eagle Outfitters, Inc. - Mall based clothing retailer

My duty was to keep the identity of the AE Brand in mind, provide creative, intuitive design solutions layouts for all areas of the web site and any vehicles within the site that promote product or promotions and site navigation. It was also my responsibility to design other solutions, including HTML Emails, Advertising banners, contest pages and on-line promotions, working together with web producers to ensure visual quality

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of all digital images on the site including cropping, color correction, and image optimization. I also made suggestions for studio photography. Most importantly, to be aware of current trends in retail to create innovative design and effective e-commerce solutions. Worked closely with web development team in order to incorporate all visual design into functional web pages within the ae.com web site.

Marchfirst, Inc.: Pittsburgh, PA: October 2000 - January 2001

Senior Design Consultant/Project Manager

Marchfirst was an Internet services company. It was also the only global professional services company of its kind. My duties at Marchfirst included; designing and HTML coding web sites, designing user interfaces for clients, meeting and presenting printed design ideas to large client teams, writing creative briefs, creating style guides for clients, writing design documents and working as part of pursuit teams.

Yourfit.com, Inc.: Wexford, PA: February 2000 - October 2000

Web/User Interface Designer

Yourfit.com was an Internet start-up company that developed an ASP model offering an integrated virtual dressing room on apparel e-retail sites. I worked as part of the design team whose main focus was to create user interfaces that would accommodate the core technology with a secondary focus on creating digital marketing materials. We created the online shopping experience and saw projects through the initiation, design, code, test and release stages.

Sarcom, Inc: Pittsburgh, PA: March 1998 - February 2000

Web Design/Development Consultant

Sarcom offers consulting and engineering services, procures hardware and software, and designs and implements networks to fortune 500 clients. I worked at the following client sites as a Web Design and Development Consultant:

AK Steel, Incorporated - A leading US Steel producer

Worked as an on-site consultant at AK Steel serving as their Corporate Intranet Site Designer. I was responsible for production, publication and standards of managing the Armco, Inc. Intranet of about 5,000 pages. I created user-friendly interfaces, taught employees how to create sections on the site and edit them using MS FrontPage. After the merger, I was the key player in the Intranet convergence project.

Alcoa, Incorporated - The world's #1 aluminum manufacturer (#86 in fortune 500, #138 in global 500)

Worked as a consultant on the e-business team. Completed national and international web design/development for Alcoa's business units in The Netherlands, UK, and the US.

Other Notable Experience

Western Pennsylvania Interscholastic Athletic League: Pittsburgh, PA: August 2003 - 2005

Girl's Lacrosse Steering Committee Appointee

Shady Side Academy: Pittsburgh, PA: Spring 2000 - 2004

Head High School Girl's Lacrosse Coach

Western Pennsylvania Scholastic Lacrosse Association: Pittsburgh, PA: November 2001 - May 2003

President

Seven Springs Mountain Resort: Champion, PA: November 2001 - January 2002

Ski/Snowboard Patrol

References upon request