



PAMELA HUEY

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## QUALIFICATIONS

I have extensive experience designing and building complex interactive websites with consideration to usability, branding, and technology in both large enterprise and start-up environments. I have managed the online brand of a large Fortune 500 company, as well as created and grown brands from scratch, overseeing both Internet and print design. I also have extensive experience managing design and development teams, providing both direction and mentoring. I am highly creative, detail-oriented, organized, and I adapt quickly to different environments. I work efficiently, always with an eye toward quality.

## SKILLS

**Operating Systems:** Windows, Macintosh, Unix, Linux

**Software/Languages:** Adobe Photoshop, Adobe Illustrator, Adobe Image Ready, Adobe Acrobat, Macromedia Flash MX 2004, Macromedia Fireworks, BBEdit, Equilibrium Debabelizer, Macromedia Dreamweaver, QuarkXpress, Microsoft Word, Microsoft Excel, Microsoft Power Point, Advanced HTML, CSS, JavaScript

**Design Skills:** Eye for typography, layout, and design that is tailored for the targeted audience, deep understanding of branding and consistency issues, keen understanding of web usability and information architecture, and knowledge of web color palette and graphics optimization.

## EXPERIENCE

**Design Consultant** | January 2004 to present

- Project work for several clients:
  - **Plenteus:** Interface design, project management, and web production
  - **ClearInk:** Flash banner design and production, storyboards, and web page design
  - **Reveal Technology:** Flash demo design, production, and software interface design
  - **MyDigitalFrame:** Logo, software interface, and website design
  - **JollyBear.com:** Website design and game interface consultation

**Design Director** | Apla Inc., San Carlos, CA | May 2001 to October 2003

- Designed and managed the Apla corporate identity. The overall brand not only received many spontaneous and positive comments from customers, but was also a key component in generating sales with its emphasis on user-friendliness and engaging students.
- Oversaw the design of all company materials, both online and in print. This included applications, the corporate website, collateral, promotional items, and presentations.
- Designed, implemented, and oversaw Apla's application interface, from information architecture to visual branding. Being innovative in its field, the application required deep problem solving for complex and unprecedented issues.
- Designed interactive Flash interfaces, including games and mini-applications.
- Conducted usability studies. Findings incorporated into the application garnered favorable responses about improved functionality and efficiency.
- Managed a designer and a web developer, as well as contractors and vendors.

## EXPERIENCE

### **Creative Director** | Olliance, Inc., San Francisco, CA | March 2000 to March 2001

- Designed and managed the Olliance corporate identity.
- Oversaw the design of all company materials, including several websites, collateral, event materials, promotional items, and various templates supporting operational needs.
- Designed and produced several websites, sub-brands, and print materials.
- Managed content creation and maintenance of Olliance.com, proposing new features and sections and editing content.
- Created a design style guide and initiated the development of an editorial style guide.
- Managed two designers, a web developer, and external vendors.

### **Web Producer** | WR Hambrecht + Co, San Francisco, CA | October 1999 to February 2000

- Created new and refined existing editorial and interface graphics for www.wrhambrecht.com.
- Designed graphics and developed a storyboard for the OpenIPO Flash demo.
- Designed and produced magazine and newspaper ads.
- Coded and maintained pages throughout wrhambrecht.com site.

### **Creative Manager/Lead Webmaster** | Oracle Corporation, Redwood Shores, CA | July 1997 to October 1999

- Managed the online brand for Oracle.com. Oversaw the design and content structure of the site, which contained over 100,000 pages.
- Collaborated with the branding team and creative agencies to define Oracle's online brand and to redesign the corporate site. The result was stronger branding and easier navigation. Oracle.com made a top 10 list of corporate sites in Silicon Valley several months after the initial redesign effort.
- Coordinated with writers and developers to complete complex projects and to fill resource gaps.
- Created a design standards document and templates for Oracle.com.
- Designed and produced sub-sites on Oracle.com and Oracle's Intranet.
- Managed five designers and webmasters, providing training and delegating projects.

### **Operations Administrator** | Pinnacle Data Corporation, South San Francisco, CA | February 1990 to June 1997

- Created information architecture and designed components of the company's first website.
- Extracted and organized data into reports from database using Informix SQL.
- Directed software developers to write or modify applications and to process data.
- Advised in product development and implementation of operational procedures.

## EDUCATION

May 1997 | Certificate in Computer Design  
Platt College, San Francisco, CA

February 1996 | Certificate in Traditional Graphic Design  
Platt College, San Francisco, CA

June 1994 | BS, Business Administration  
*Magna Cum Laude*  
College of Notre Dame, Belmont, CA  
Member of Delta Epsilon Sigma Honor Society