

## Rod Rodriguez

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### Summary

Working both on a Macintosh and PC environment I have over 11 years of website development and design for print projects, hand coding html, manipulating JavaScripts, Marketing websites (Search engine submission & ranking), Display & Classified ads for Newspapers & Magazines, Developing Tutorials and User Guides in Flash and RoboDemo & designing browser based CD-Roms for Mac, PC and Unix OS's.

### Skill Set

Web Design, Intranet Design, WAP site design (Cell Phone site development), PDA ".pqa" & site development (Palm OS, Windows Pocket PC OS)

### Languages

HTML, WML, Java Script, CSS, XHTML Programming.

### Tool Set

Experienced with: Homesite, Macromedia Fireworks, Macromedia Dreamweaver, Macromedia Flash, Macromedia RoboDemo, Quark Express, Adobe Photoshop, Adobe Image Ready, Adobe Acrobat, NetObjects Fusion, Cute FTP, Cute Html, Fetch, WS FTP, Win Commander, Microsoft Publisher, Microsoft Office, Star Office, Thumbsplus, Paint Shop Pro, PDA Emulator, Cell Phone Emulator.

### Hardware

MAC: G3's, G4's, Power Macs - PC: IBM, Dell, Compaq, Toshiba, Packard Bell - Sun Microsystems: Sun Blade 1500 Workstation.

### Webmaster

Server maintenance, email set up, directory structure, server back up, server reboot functions.

### Platforms

Windows 95, Windows 98, Windows XP, Macintosh OS8, Macintosh OS9, Macintosh OSX, Solaris.

### Professional Experience

**Bidz.com**, Culver City, CA., October 2003-Present

**Web/Graphic Designer, Integrator & Production Artist for Marketing Dept.**

- . World of Bidz Newsletter, Design/Development & Submission.  
*HTML programming, Style Sheet manipulation, Client Services.*
- . Bidz Email Blast Daily Update Email, Design/Development & submission.  
*HTML programming, Style Sheet manipulation, Client Services.*
- . Bidz Merchant times Newsletter, Design/Development & submission.  
*HTML programming, Style Sheet manipulation, Client Services.*
- . Bidz Tutorials, Design/Development.  
*Bidz.com site education, Employee procedure education*
- . Bidz Banner Design/Development for email campaigns.  
*Photoshop design, Compression, HTML programming, Style Sheet manipulation.*
- . Bidz Email Ad Design/Development for email campaigns.  
*Photoshop design, Compression, HTML programming, Style Sheet manipulation.*
- . Bidz PDA site Design/Development for Eblast, Newsletter & Site Mock-Ups.  
*PQA Development, HTML programming, Style Sheet manipulation.*

**OIC**, Pasadena, CA., August 2000-June 2002

**Web/Graphic Designer, Integrator & Production Artist.**

- . Assistant Mgr. For Sun Microsystems Quality Assurance Program: 4-Point Inspection.  
*HTML programming, Style Sheet manipulation, Client Services.*
- . Assistant Mgr. For Sun Microsystems Quality Assurance Program: P.I.A..  
*HTML programming, Style Sheet manipulation, Client Services.*
- . OICweb.com web master, re-design of site.  
*HTML programming, Style Sheet manipulation, graphics design, portfolio design.*
- . CD Rom Production for V-Bots training Cd's, & Sun Marketing Archive CD  
*HTML programming, Style Sheet manipulation & design of website versions.*
- . Special Projects Programming for Annual Report 2000, Siggraph 2001, CMO Portal, Digital Journey, Sun Product Banners, Connected Home, Neteffect and more.  
*HTML programming, Style Sheet manipulation, design & upload to servers.*
- . OICweb and Company Network back up.  
*Both email server and file server.*

**SYSTEM DESIGN**, Pasadena, CA., April 2000-June 2000  
**Web/Graphic Designer, Integrator and Maintenance.**

- . Site design & updates for various sites.  
*HTML programming, Graphic Design & Style Sheet manipulation.*
- . Banner design for various sites.  
*Graphic Design of many banners both static and animated.*
- . Webmaster for over 25 sites. Real Estate, Entertainment, Restaurants & others.  
*Type, graphic, design updates and server back up.*
- . Managed a team of web developers.

**INNOVA INTERACTIVE**, Pasadena, CA, June 1998-April 2000  
**Production, Website Development and Maintenance.**

- . Managed server for daily newsletter.  
*Worked with sales reps and admin for consistent delivery.*
- . Banner design for various sites.  
*Graphic Design of many banners both static and animated.*
- . Site design & updates for various clients.  
*HTML programming, Graphic Design & Style Sheet manipulation.*
- . Webmaster for over 2,000 small sites.  
*Type, graphic, design updates and server back up*
- . Doorway pages for all client sites  
*Pages designed and marketed for traffic.*
- . Managed a team of web developers.

**MASTER PLANS**, Altadena., CA., 2000-2003 - <http://www.master-plans.com/>  
**Website Development/Design, Site Maintenance, Display Ad Design.**

- . Site design & updates for Master Plans clients.  
*HTML programming, Graphic Design & Style Sheet manipulation.*
- . Webmaster for wedding clients.  
*Type, graphic, design updates and site back up.*
- . Print ad designs for several international/nationwide magazines.  
*Wedding Pages, Wedding Bells, Cal Brides.*
- . Banner design for master plans site.  
*Graphic Design of banners both static and animated.*

**PASADENA WEEKLY**, Pasadena, CA., May 1997-February1998  
**Production, Ad Creation and Development.**

- . Designing Display & Classified ads, and web banners for several clients.
- . Worked with sales reps. to integrate copy and pictures.
- . Scanning various weekly pictures for ads & web.
- . Color correction and cropping for ads & web.
- . Worked on the movie sections, updating movie times & titles for several theaters.

**Freelanced**

ZeroDegrees, Ifive design, Master Plans, CAA-Media, I-7 Media & A.T. Design – 2004

**Seminar & Tradeshow Attendance**

**FLASH 2000**, San Francisco Ca. 2000  
**WEB DEVELOPEMENT & DESIGN**, Pasadena Ca. 2000  
**SIGGRAPH**, Los Angeles Ca. 2001  
**E3**, Los Angeles Ca. 2002

**Education**

**Garfield High School**, High School Diploma,1991  
**L. A. C. C.**, Computers, Business, Psychology and Management Courses, 1991 - 1995.  
**L. A. Music & Art School**, Visual Arts, 2003.  
**Art Institute**, Web/Graphics Design, 2006

**References**

Outstanding references and samples available upon request. All samples are Adobe Acrobat PDF files or on a browser based CD-Rom.

**Design Url**

<http://rod-rodriguez.com/>