

Marlon Carlo Violette

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Profile

Marlon Carlo Violette is a creative visual designer with proficiency in providing effective and well-designed websites with usability and accessibility in mind. He has conceived, designed and developed over thirty websites all from conception to completion while working closely with clients ensuring their business goals and requirements are achieved.

His past work experience in a variety of roles has enhanced his skill set and helped pave the way for him to become a talented graphic designer and a published illustrator as well.

Marlon's professional skills are enriched with a strong working knowledge of Fireworks, Photoshop, Dreamweaver, Flash, HTML, CSS, graphic and illustration skills.

Experience

WEB STYLE GUIDE REVIEWER / VISUAL DESIGN, FIDELITY INVESTMENTS, BOSTON, MARLBOROUGH, MA 3/07 - 2/08

- Reviewed new Web 2.0 projects featuring retirement planning tools and workstations ensuring adherence to the corporate style guide and usability guidelines
- Provided recommendations for visual direction, user interface and interaction while keeping usability and accessibility in mind
- Communicated from wire frames an effective visual solution using proper branding, styling and components while employing the latest web standards
- Translated findings from usability testing to ensure an effective and usable product
- Created and maintained graphic assets for products and corporate style guide
- Developed rapid prototypes to convey user scenarios
- Produced product specific style guides and development handoff specifications

WEB DESIGNER, EMC CORPORATION, FRANKLIN, MA 8/06 - 12/06

- Played key role in designing an interactive internal website
- Established design standards, style guide and templates for entire project
- Conducted simple usability test to validate the site's approachability, clarity and usefulness
- Communicated with owners, systems, business and development ensuring all goals and requirements are met

WEB DESIGNER, FIDELITY INVESTMENTS, BOSTON, MA 2/06 - 7/06

- Created and enhanced the design of Fidelity internal websites with focus in client usability
- Designed logos, illustrations, graphics and business collateral for both web and print
- Worked with customers independently and with teams to gather design requirements, communicated expectations and acquired client approval at each stage of a design project
- Managed the intake and scheduling of design projects and provided management reporting
- Worked with business analysts and software development teams in formulating design needs and seeing the implementation to its completion

LEAD WEB/GRAPHIC DESIGNER, WEBS ARE US, BOSTON, MA 4/02 - 1/06

- Designed and maintained over thirty commercial websites ranging from fields in the real estate, automotive, education, construction, retail, healthcare and legal industries
- Improved website relevancy by using search engine optimization and monthly submissions
- Developed interactive flash animations, product demos and banner ads
- Created advertisements, product packaging, logos and collateral
- Responsible for generating monthly e-newsletters and e-mail campaigns to over 800 clients
- Involved with client relations, customer support and backend administration

SENIOR ARTIST, FUN ENTERPRISES INC., SOUTH WEYMOUTH, MA 3/97 - PRESENT

- Entertained clients with full color caricatures, airbrushed T-shirts, and henna tattoos
- Drew tourists in downtown Boston at the historic Faneuil Hall Marketplace
- Traveled nationwide, drawing at hundreds of high schools and colleges, and private and corporate events
- Researched, developed and managed the "Henna Tattoo" and the "Chinese Name Painting" programs

INTERACTIVE DESIGNER, DIGITAL LEARNING INTERACTIVE, MEDFORD, MA 1/00 - 8/01

- Created Interactive Flash movies for "Dis Donc," an interactive French online textbook
- Responsible for art direction of product, character development, user interface screens and graphic assets library
- Specialized in using phonemes in character lip-synching

CONCEPTUAL ARTIST, INTERMETRICS, BURLINGTON, MA 12/97 - 3/98

- Developed concept sketches and illustrations for 'Mini Racer' a third-person Nintendo racing console game

2D ARTIST, LOOKING GLASS STUDIOS, CAMBRIDGE, MA 9/96 - 11/97

- Built texture map library, designed user interface screens and digital illustrations for 'Flight II Unlimited,' a first-person flight simulator CD ROM game
- Illustrated cut-scene animations for 'Thief: The Dark Project,' a first-person RPG CD ROM game

ILLUSTRATOR, ACTIVISION STUDIOS, LOS ANGELES, CA 12/95 - 3/96

- Produced thirty illustrations for 'Zork Nemesis,' a first-person strategy CD ROM game

FREELANCE DESIGNER, MCV ARTS, CA & MA 03/96 - PRESENT

Over 12 years of combined experience in web, graphics, print, and illustration services

Selected freelance work:

- Four Flowers Acupuncture and Oriental Medicine website, 2006
- Red Point LLC Structural Steel Detailing website, 2005
- ADCO Diamond Corporation website, 2005
- Flash interactive learning tools for Edfusion, 2003-2005
- Coloring dozens of illustrations for 'Word for Word,' Simon & Schuster, 2000 & 2004
- Concept sketches for a Willy Wonka PC Game, Backbone Entertainment, 2004
- Collectable card illustrations for 'Chron X,' Genetic Anomalies, 1998
- Book jacket illustration for 'Life Magic,' Henry Holt & Company, 1996

Education

- Art Center College of Design, Pasadena, CA - Bachelor of Fine Arts in Illustration, 1995
- Ventura College, Ventura, CA - Associate of Arts in Commercial Arts, 1992
- The Cambridge Center for Adult Education, Cambridge, MA - Certificate of Completion in CSS, 2006
- Progressive Solutions, Boston, MA - Certificate of Completion in Flash, Director and Photoshop, 2000
- Future Media Concepts, Cambridge, MA - Certificate of Completion in Advanced Flash and Director, 2000

Skills

APPLICATIONS

Proficient in Mac and Windows operating systems using Fireworks, Dreamweaver, Photoshop, Flash, Illustrator, Acrobat, InDesign, ImageReady, Freehand, GoLive, Pagemaker, Premiere, Director, Painter, QuarkXPress, Visio, Web Position Gold

PROGRAMMING

Strong HTML, intermediate CSS and ActionScript, basic JavaScript and Lingo, familiar with DHTML, AJAX, Flex, ASP, and PHP

WEB EXPERTISE

- Creative web design using grid layouts, intuitive user interface design, elegant design of form elements and components
- Establishing wireframes, solid site architecture, mood boards, design comps, optimized web-ready graphics, image slicing, templates and prototypes
- Designing the best user experience for users of all ages and disabilities with accessibility, usability and approachability in mind.

- Adherence to the latest web standards and practices
- Conscientious of designing pages for various browser resolutions including publishing to mobile, using liquid and fixed layouts and cross-browser/platform integration and compliancy
- Establishing general and product specific style guides demonstrating the preferred layout, formatting, font hierarchies, color mapping, typography, white space measurements and specifications for development handoff
- Strategically enhancing websites with search engine optimization using metatags, positioned keywords and page submission
- Understanding cross-medium expectations and limitations; bringing a project into the web, print and packaging mediums optimally, while keeping the integrity of the branding intact
- Maintaining and updating existing web pages
- Experience in creating interactive Flash movies, animations, presentations, advertisements and product demos
- Superior illustration, painting, sketching, drawing and character development skills
- Expert in branding, typography, logo and icon development

PRINT EXPERTISE

- Business collateral such as business cards, letterheads and envelopes
- Marketing campaigns such as postcards, trade show posters, Point of Purchase displays and advertisements
- CD jacket and multi-panel sleeve design
- Designing graphics for single and multi-color screen printing
- Expert in graphic design, branding, typography and logo development

Websites

The following selected websites were designed, developed and maintained by Marlon Violette.

Four Flowers Acupuncture and Oriental Medicine
<http://www.four-flowers.com/index.htm>

Red Point LLC Structural Steel Detailing
<http://www.redpointllc.net/>

ADCO Diamond Corporation
<http://www.adcodiamond.com/>

MCV Arts
<http://www.marlonviolette.com/>

The following selected websites were designed, developed and maintained by Marlon Violette while working with Webs Are Us - Internet Service Solutions. Responsibilities do not include the development of dynamic components.

Inventory Exchange
<http://www.buyics.com/default.aspx>

Merchant Media Corporation
<http://www.merchantmedia.com/>

The Newbury Center
<http://www.newburycenter.com/home.htm>

Webs Are Us
<http://www.websareus.com/default.aspx>