

# Chris Scheler

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## Experience

### **FRONT END DEVELOPER/VISUAL DESIGNER (CONTRACT), RED PRIVET, HARRISBURG, PA, SEP 2013 - PRESENT**

- Developing front end coding for client websites
  - Use of HTML5, CSS3 and jQuery
  - Responsive design/development using media queries
  - Cross-browser and legacy Internet Explorer support with Progressive Enhancement

### **WEB DESIGNER, SYNAPSE MARKETING SOLUTIONS, LANCASTER, PA, MARCH 2012-SEP 2013**

- Designing, front-end coding and maintenance for award-winning client websites
  - Use of HTML5, CSS3 and jQuery
  - Cross-browser compatibility using JavaScript, behaviors and/or Progressive Enhancement
- Mobile Web design using responsive design
- Slideshows, animation and other effects using jQuery

### **REGIONAL WEB DESIGNER, YORK NEWSPAPER COMPANY, YORK, PA, JUNE 2008-NOVEMBER 2011**

- Awarded for excellent service for internal and external customers 2011
- Designing and maintaining websites for Media News Group's Pennsylvania newspapers
- Social Media branding
  - Use of FBML and third-party applications to run contests and marketing campaigns on facebook
  - Background image and logo optimization for twitter sites
- Used WordPress and MovableType to design and administer Blogs for newspapers
- Design lead on site redesigns and new sites
  - Thumbnail sketches, Photoshop mock-ups for concept work then converted to HTML and CSS
  - Work with editorial department to develop site map and navigation
- Attending regular meetings with other staff members to discuss new and ongoing web projects
- Designing, optimizing and trafficking static and Flash banner ads
  - Optimize standard graphical ads with Photoshop
  - Use of Flash and JavaScript to create expandable and animated banner ads
- Setting up web-based video players for live streaming video and Brightcove video management

### **MULTIPLE POSITIONS SHOWING ADVANCEMENT, SINCLAIR BROADCAST GROUP, HUNT VALLEY, MD, 2004 - 2008**

#### **LEAD CORPORATE WEB DEVELOPER, FEB 2008 - MAY 2008**

- Assisting in training and management of interns and newer team members
- Coordination of web projects between Television stations and Corporate Web Department
- Use of Flash and XML files to stream video

#### **CORPORATE WEB DEVELOPER, SEP 2006 - FEB 2008**

- Maintenance of web sites for over 50 Television stations
  - News, video, contests and programming info
  - Use of JavaScript, CSS, HTML, XHTML, PERL and Flash technologies to build sites
- Management of banner ad system for advertisers
- Management of company intranet, featuring all of the company's departments
- Lead redesign effort for the company's corporate website featuring investor relations, career opportunities and info on all of the company's facets
  - Used Photoshop mock-ups, then converted to HTML and CSS

#### **GRAPHIC DESIGNER, MAY 2004 - SEP 2006**

- Print Ad Design for monthly Direct Mail piece using InDesign, PhotoShop, Illustrator and Acrobat
- Conceptual and design work for internal and sales materials
- Volunteered to create and implement layout of the company's Annual Report using InDesign
- Work with other designers and various sales representatives to assure customer satisfaction in a deadline-oriented, fast-paced team environment

## Experience continued

### **MULTIMEDIA DESIGNER, MEETINGMATRIX INTERNATIONAL, INC., OCT 1999 - APR 2004**

- Web Design using HTML, Dreamweaver and Flash
  - Graphics created and optimized in Photoshop and Illustrator
  - Dreamweaver and HTML used to create and update pages
  - Flash used for animated product promotions and site intros
- Product Installation CD created in Director and Multimedia Presentations created in Director
  - Titles to video clips added with After Effects
  - Director's behaviors used to create interactive user interface
  - Software screen shots, video and audio files added to project using Director
- Print design projects
  - Logo Designs created in Illustrator
  - Corporate Stationary using Illustrator and Photoshop
  - Illustrations created in Illustrator and Photoshop
  - Large-scale exhibit graphics designed in Illustrator and Photoshop
  - Brochure and Product Guide layouts using Quark XPress
- Copy writing for Brochures, Website, Product Guide and other sales materials

## Education

### **Harrisburg Area Community College, Virtual Campus**

Web Development Certificate: In Progress

GPA: 4.0

Dean's List Academic Year 2010-2011

### **Bradley Academy for the Visual Arts, York, PA (now known as The Art Institute of York Pennsylvania)**

Associate Degree in Specialized Technology 1999 - Major: Multimedia Design

GPA: 3.0

## Skills

### **Web Design and Development**

Strong in HTML5, CSS3, JavaScript and jQuery for the desktop, tablet and mobile devices.

Awareness of cross-browser compatibility, SEO, usability and semantic markup.

Ability to customize various CMS platforms for use on blogs and other websites.

Experience with XML, AJAX and Flash to enhance user interaction.

Ability to edit backend pages using PHP, MySQL, PERL and .Net.

Prototyping and storyboarding using wireframe software, hand-drawn sketches and Photoshop.

Design and implementation of social media branding with facebook and twitter.

### **Design and Layout**

Brochures, Catalog, Logo Design, Illustration, Print Advertising, Exhibit Graphics, Corporate Stationary

### **Other Design Skills**

Interactive, E-Newsletter, 2D and 3D Animation, Video and Audio Production, Conceptual Design

### **Non-Design Skills**

Coordinating with Outside Vendors, Copy Writing, Research and Information Gathering, Quality Testing

## Software

### **Proficient in Macintosh and Windows Platforms**

#### **Adobe Creative Suite**

**Web Editing** - Brackets, Sublime Text, Coda, Dreamweaver, Visual Studio, Notepad ++, BBEdit

**Other Web Tools** - Tortoise SVN, SmartSynchronize, ImageOptim

**Blog/CMS** - WordPress, Movable Type, Joomla, Sitefinity, Ektron

#### **Microsoft Office Products**

**Quark XPress**

**Apple** - iLife, iWork

## Freelance/Contract Work

Tags2Go, NetCo Dance Company, Culhane's Steak and Seafood, Markel Health Performance, JPL Creative, Better Hearing Aid Center, PASFAA, Mark Usciak Photography, Katie Cocco Confections, Construction Concepts Group, Stambaugh Ness P.C., Hoffman Mergers, Suite Entertainment, Deer Ridge Gifts, Harman Construction, Pennsylvania Messenger Solutions, Harvey's Rent-All, York City Ice Arena, Local Sports Hangout

## Volunteer Work

Life Changes Boutique, Dine Out South-Central PA

## Example URLs

[www.badorfshoe.com](http://www.badorfshoe.com) - Badorf Shoe won the Best in Class (retail) in the 2013 Interactive Media Awards. As a web designer on the project, my responsibilities included responsive design with both min-height and min-width media queries, layout with HTML5, styling with CSS3, DOM manipulation and animations with jQuery, PHP forms and cross-browser compatibility.

[www.mgsincorporated.com](http://www.mgsincorporated.com) - The new mgsincorporated.com is a Platinum winner in the 2012 MARCOM Awards. I was the lead front end developer on the project and built the site based on Photoshop mock-ups and wireframes which were produced by other team members at Synapse Marketing solutions. CSS3, HTML5, PHP and jQuery were some of the technologies used to develop this award winning site.

[www.vfcc.edu](http://www.vfcc.edu) - Valley Forge Christian College was designed using the Sitefinity content management system. Custom templates were built for the CMS using HTML5, CSS3 and jQuery. The site is cross-browser compatible for newer browsers along with older versions of Internet Explorer. The design is also fully responsive for optimal use on desktop, tablet and mobile web browsers.