

darren baldwin

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education

Bachelor of Fine Arts, Emphasis in Graphic Design

2004, University of Missouri-Columbia

professional experience

SEMCO Incorporated

Multimedia Developer
February 2004-Present

Columbia, MO

Perform a variety of graphic and Web design duties. Collaborate with Web Programmer to design, develop and maintain company's corporate Web site. Responsible for development of all Flash applications on the corporate Web site and micro-sites on our various products, many of which integrate into our company database. Established and consistently maintain CD catalog system that includes easily updatable, self-running Flash applications to display the features and benefits of our various products, including downloadable literature. Accountable for all internal graphics production including product brochures, banners, industry magazine advertisements, tradeshow exhibits, technical literature layout and photography.

KOMU-TV8

Graphic Designer
October 2002-February 2004

Columbia, MO

Designed and developed television graphics and animations for Newscasts and clients. Worked with promotions department to develop print ads and Web graphics for both in-house and client work. Worked directly with the University of Missouri's Athletic Department to design, create, and run graphics and animations for the DIAMONDVISION screen at home basketball and football games.

freelance work

Nu-Line Guns, Inc

2006-Present

Rhineland, MO

Developed and currently maintain E-Commerce site for Missouri corporation that sells gun parts primarily for hunting rifles. Created navigation system for handling an extensive inventory of over 1,000 parts and a secure shopping cart that calculates price, shipping, taxes and insurance. Implemented a back-end administration system which allows the client to manage their customers and inventory, and track orders and sales figures.

Find It Como

2006-Present

Columbia, MO

Created and maintain dynamic, database-driven E-Commerce Web site. Manage all technical aspects of Find It Como including initial concept, design and structure of the Web site, database architecture, maintenance and updates, report generation and site advertising. Work collaboratively with business partner in marketing and branding the business, advertising, customer relations and overall business strategy.

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Tonic Nightclub

Columbia, MO

2005-Present

Designed a variety of Flash invitations to private parties held at Tonic Nightclub, with a circulation of over 1,200 guests. Built a mass emailing system, which enables the client with invite list options and personalization. Established efficient RSVP management system to allow client to gather, track and update RSVP's and guest information.

Jackson Products

St. Louis, MO

2005-2006

Built a number of Flash applications published on the Web and presented as CD Catalogs. Created graphics, layout and navigation system reliant on an advanced XML structure.

Baumgartner's Furniture / Baumgartner's Mattress World

Auxvasse, MO

2004-Present

Produced and currently maintain corporate Web sites, including graphics layout, site structure and navigation, database architecture, and establishing presence on the Web. Developed online ordering system and order management tools.

activities

How Design Conference

June 2003

Attended an international graphic design conference. Hands-on, educational program focused on enabling designers to better balance the three key components of graphic design: creativity, business and technology. Aspects of conference included more than 45 speakers addressing the range of concerns designers face and intimate networking with top executives in the field.

University of Missouri Football Team

1999-2002

Committed team member of an NCAA Division I football program. Developed essential skills involving leadership, teamwork, time management and diligence.

technical expertise

Graphics/Layout

Adobe Photoshop, Adobe Illustrator, Adobe In-Design, Quark Express, Microsoft Powerpoint

Web Development

Adobe Dreamweaver, Adobe Flash

Animation

Adobe After Effects, Swift 3D, Caligari TrueSpace

Programming Languages

PHP, MySQL, Actionscript, Javascript, XML, CSS

Broadcast Graphics / Video Editing

DEKO, Adobe Premiere, iMovie

Operating Systems

Mac OSX, Windows