

Ginger Nelson

1825 Harmony Heights Lane #305
Rapid City, SD 57702
605.939.1005

ginger@lady-creative.com
www.lady-creative.com

Graphic Designer & Web Developer

Summary

A creative lady-ninja who stands out in the field of boring code monkeys. Expertise in all facets of web development and design. Outstanding creative web design, graphic design and illustration skills. Flashily efficient in bringing a design to life from preliminary Photoshop mock-ups to the final stages of programming and launching. Embraces experimentation, easily adapting to new skills, environments and technologies. Superlative communication skills and able to energetically snap into action in any situation.

Skills

- * Fluent in Mac and PC platforms
 - * Adobe Creative Suite
 - * Microsoft Office Suite
 - * Concurrent Versions System (CVS)
 - * Fluent in W3C valid CSS & XHTML & CMS
 - * Experienced with PHP server side includes
 - * Experienced with HTML5 & mobile coding
 - * Versatile knowledge in JavaScript libraries such as MooTools and jQuery
 - * Equally strong creative skills in both digital and traditional media
 - * Excellent typography, interface and page layouts
 - * Exceptional color usage and rock solid understanding of color theory & chromatics
 - * Large & standard format printing
 - * High-res photo and document scanning
-

Selected Accomplishments

Developed and designed a highly efficient and effective way to update news and events for upcoming Challenge Days, in turn making an impact for students and communities across the entire nation, daily. Challenge Day is now under a television recording contract with MTV for a season mini-series.

Visualized and created the Notice Choose Act Network, which invites a broader range of people to blog about the change they wish to be in the world. The network is setup so it can be easily expanded upon with the addition of any new community projects Challenge Day may create.

Experienced with B2B, B2C and core team cross communications. Coordinated Tiny Prints' creative department with HP's development team to launch the Tiny Prints Creative Studio featured stationery on HP's website. Played a key role in the creation of layouts, featured photography and the front-end coding for each project category.

Experience

Web Designer & Developer

Challenge Day - Concord, CA

December 2006-Current

Completely reinvented, revamped and revitalized the website for the Emmy Award winning Challenge Day non-profit organization. The result is a sleek, modern and efficiently updatable website that invites the viewer to easily book a Challenge Day for their school or community. The site truly voices Challenge Day's powerful message of a world where everyone is safe, loved and celebrated.

Web Designer & Developer

Challenge Associates - Concord, CA

January-February 2009

Exuberated creative overdrive. Designed, developed and maintained the Challenge Day co-founders' autobiographical site from the ground up. Worked with creative, confident independence and minimal given direction. Yvonne & Rich Dutra - St. John have been twice featured on the Oprah Winfrey Show.

Front-End Web Developer

Tiny Prints - Mountain View, CA

March-September 2008

Initiated a site wide renaissance by the scrapping the existing table-based code and dramatically transforming the infrastructure by implementing pure, clean and modern CSS. This resulted in an easily sustainable website which could be updated with far more efficiency. Strongly collaborated with the merchandising and marketing teams to launch the new business oriented stationery, effectively expanding the overall customer base by leaps and bounds.

Education

Bowling Green State University

BFA in Digital Art

Graduated December 2007

Focused interests in digital painting, illustration, web design, and web development

The Ohio State University

Explored their Art & Technology program

Attended August 2002-June 2004

Focused interests in digital painting/illustration, flash animation, and creative film editing