

location | 5177 Egypt Valley Ave NE, Belmont, MI 49306
currently looking to relocate South to the **Florida Sunshine**



Dale Varner

day 616.787.8645 | **txt** 616.308.8693 | **email** contact@DaleVarner.com

Sr. Web Designer | Creative Director

employment

- 1994-Present** Professional web site design and development for a broad range of clients.
Varner Graphix Functioning as: project manager, art director, graphic user interface designer, site structure architect, creative problem solver.
- 2010-Present** Help client streamline content loading processes utilizing Microsoft
AMWAY SharePoint CMA for data management of new product launches and existing product updates, including launch schedule items for landing pages, product pages, and banner ads.
- 2005 Alticor** Worked as part of a team utilizing diagramming and screen layout skills to create high level concept maps, navigation structure, and wire frame templates for complete site redesign.

experience

- 1999-2015** www.Amway.com - Worked as a contract senior designer with the in-house staff at Alticor design team to launch www.Quixtar.com (1999). Facilitated art direction and brand-building in the redesign of the e-commerce web site through user-centered design and usability testing. Also provided design services for Redstar redesign/rebranding and name change to www.Amway.com (2005), and served as creative resource for many major web product launches.
- 2009** www.GRWestCatholic.org - Art directed, designed, and developed a West Catholic branded informational web site to introduce potential students and families to the school and communicate news and activities to existing students and families. Worked with an ASP.NET developer to implementing Microsoft CMS for site wide content management. Added additional school to infrastructure and built out second full site for www.GRCatholicCentral.org utilizing a consistent yet branded CC style.

- 2008** www.AdemaElectric.com - Art directed, designed, and developed an easily updateable static HTML website that showcases automotive electronic products and services for local market.
- 2000** www.Michigan-NA.org - Narcotics Anonymous of Michigan. Art directed a team of 30. Designed and developed a unified and centralized site navigation system that houses all regional and area service information. Established a web site committee within regional and area nonprofit service structures. Implemented common navigation system. Developed style guide for team of content loaders to maintain a consistency across entire website.

Design Comps www.CWCMI.com, www.DonOlin.com, www.EDWdirect.com,
www.Fun4us.com, www.PreusserJeweler.com

education

1996-1998 BS - Bachelor of Science (with honors) in Communications with a concentration in Multimedia Design.
Grand Valley State University

1994-1996 AS - Associate of Applied Science (with honors) in Computer Graphic Technology.
Schoolcraft College
AA - Associate of Art (with honors) in Art and Design color theory and typography.

skills

Software Photoshop, Illustrator, Fireworks, InDesign, Contribute, Flash, Premiere, After Effects, Dreamweaver, HomeSite, Microsoft Office, CMS, SharePoint

Languages Hand Coded HTML & CSS, Basic ActionScript, Basic JavaScript, Basic ASP Include Integration, Basic styling in PHP

interests

I Enjoy Riding both motorcycles & bicycles – there's nothing better than life on two wheels on a nice sunny day. I also enjoy the colder side of life flying down a mountain downhill skiing & snowboarding. It's good for the soul.

Being of service to others, random acts of kindness, mentoring younger creative souls to trust their creative decisions and stand behind them.

contact

address

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