



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 Alitcor 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

1999-2016 www.Amway.com - Worked as a contract senior designer with the in-house staff at Alitcor 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.

over >

experience continued >

- 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 non-profit 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 (honors) in Communications with a concentration in
Grand Valley State University Multimedia Design.

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

skills

Software PhotoShop, Illustrator, Fireworks, InDesign, Contribute, Flash, Premiere, AfterEffects, 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 2 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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