

## NATALIA CHERNYAVSKAYA

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### HIGHLIGHTS

- Excellent usability, content management, search engine optimization, and web marketing expertise.
- Expert hands-on knowledge of HTML, Cascading Style Sheets (CSS), JavaScript. Exceptional knowledge in cross-browser, cross-platform testing. Familiar with PHP, Flash.
- Complete online lifecycle expertise - from the idea to design, implementation, and support.
- Creative Designer in both web and print design.
- Proficiency in Adobe PhotoShop, Dreamweaver, QuarkXPress, PageMaker, Illustrator, InDesign, and Microsoft Office in Windows and Macintosh environments.
- Excellent written and oral communication skills. Intelligent, accurate, attentive to details.

### WORK EXPERIENCE:

2011-Now **Disney**, North Hollywood, CA

#### Web Production Artist

- HTML and CSS development.

2011 **Honda**, Torrance, CA

#### UI Designer

- Analyzed, designed and produced company web-based applications. Tasks included: UI analysis, Propotyping, Wireframes, UI design, graphic design, HTML and CSS coding,
- Technologies used: HTML, CSS, JavaScript, Adobe Photoshop, Visual Studio

2010-2011 **Wellpoint**, Woodland Hills, CA

#### UI Designer

- Analyzed, designed and produced company web-based applications. Tasks included: UI analysis, Propotyping, Wireframes, UI design, graphic design, HTML and CSS coding, content management.
- Technologies used: HTML, CSS, JavaScript, Adobe Photoshop, Illustrator

2007-Present **STLport Consulting**, San Francisco, CA

#### Web Designer and UI Analyst, Marketing Strategist

- Designed and produced various company web-based applications. Tasks included: UI designs for web-based applications, graphic design, HTML and CSS coding, UI analysis, content management, search engine optimization, search engine marketing.
- Created, enhanced, and implemented marketing strategies for various company projects.
- Conducted graphic, advertising, and other print projects for company clients. Tasks included: posters, print advertising, flyers, tickets, and web design for Quintessence show; flyers and business identity design for WOWFactor Team.

- Technologies used: HTML, CSS, JavaScript, Adobe Photoshop, Illustrator

2008 - Present **Product Partners**, Los Angeles, CA

**Web Production Artist**

- Designed and produced multiple web and graphic layouts, e-mail campaigns, company newsletters, banners.
- Technologies used: HTML, CSS, JavaScript, Adobe Photoshop, Illustrator, Epsilon

2008 **MacAfee**, San Jose, CA

**Web and UI Designer**

- Designed client web layouts for internal web-based software.
- Identified usability concerns and difficulties users encounter. Evaluate and redesign screen flows, conceptual models, process flows.
- Technologies used: Adobe Photoshop, Illustrator

2007- 2008 **Charles Schwab**, San Francisco, CA

**Interactive Production Artist**

- Designed and produced multiple client web and graphic layouts, mock-ups, e-mail campaigns, client letters. Implemented changes in the template code for company client letters.
- Helped implementing migration into new CMS. UI analysis: identified usability concerns and difficulties users encounter within usability testing.
- Technologies used: HTML, CSS, Adobe Photoshop, Illustrator, Epsilon

2006-2007 **Alpha Translation Svcs**, FL

**Art Director**

- Performed and managed all company graphic and web design projects, managed translation projects.
- Designed and produced new website for Haitian Creole Translation project. Tasks included: content structuring, mock-ups, UI analysis and UI designs for web-based applications, graphic design, HTML and CSS coding, Flash graphics, content management, search engine optimization, search engine marketing. Because of the work done in SEO website appeared in Google on the 6th position in 2 weeks.
- Conducted all graphic, advertising, and other print projects for company clients including, but not limited to Kennedy Space Center, Wellcare, Broward County, Florida Air Academy, etc. Improved services in graphic design.

**EDUCATION**

- JavaScript Course, Santa Monica College, CA
- Certificate in Internet Project Management. Moscow State University, Moscow, Russia.
- BA in Journalism. Major in Broadcasting. Moscow State University, Moscow, Russia.