

# SETH TIPTON

new media designer

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Diversely talented multimedia design professional with expertise for driving company growth and brand visibility through design across multiple medias. Excellent interpersonal communication skills; easily collaborates with individuals at all professional levels for high-quality concept innovation. Translate complex information and concepts into clear design solutions and iconography. Skilled in web design, to include competency in front-end development and testing.

## AREAS OF EXPERTISE

- Website Planning & Design
- Video Capture/Editing
- Motion Graphics
- Print & Email Marketing
- Logo Design
- Creative Branding
- Photography & Imaging

## TECHNICAL PROFICIENCIES

**Platforms:** Macintosh OS, Windows  
**Software:** Dreamweaver, Photoshop, Lightroom, Bridge, Flash, Illustrator, InDesign, Premier, After Effects, Logic Pro, Microsoft Office  
**Development:** HTML markup, CSS3

## EDUCATION

**Bachelor of Arts in New Media, 2004**  
ACADEMY OF ART UNIVERSITY,  
San Francisco, California

## PROFESSIONAL EXPERIENCE

### **THE CREATIVE GROUP, Oakland, California** **CONTRACTOR FOR BEELINE STUDIOS, 2014**

Served as production designer to create webpage content for HP's Amazon for their desktop, and notebook computers. Prepared images for the web and managed prepared content in Excel to assemble store pages in HTML 5. Typeset flyers for HP and created QR code PDFs for their on-site displays. Created large annotated display images for HP's Amazon Store by gathering and managing multiple content resources to create final images. Quickly adapted to multiple complex management and approval processes unique to each project in order to manage each one.

### **DTI | DENTAL TECHNOLOGIES, INC., Dublin, California** **SENIOR NEW MEDIA DESIGNER, 2007 - 2014**

Facilitated design and development of multimedia platforms, including web, video, print, e-mail marketing, and PowerPoint, in order to apply company brand to drive visibility of multiple network laboratories. Translate complex data into clear and visually appealing content. Served as project manager to set and meet timelines and objectives; gather and organize relevant information/assets and apply to project development. Participated in creative group sessions to generate advertising concepts. Liaised with senior management/leaders for creative consultations to develop website marketing goals. Fostered interdepartmental communication to manage assets and information requests. Created video storyboards.

**Key Achievements:**

- \* Leveraged Adobe Suite design software to create videos, websites, brochures and enhanced photography.
- \* Generated dynamic questions and facilitated interviews to gather patient and doctor testimonials for enhanced publicity.
- \* Instrumentally developed online portal for company website by teaming with international scripting team.
- \* Attended business development training to strengthen workplace leadership techniques.
- \* Refined web development skills with coursework and seminars in HTML5 and CSS 3.
- \* Innovated concepts and delivered presentation for website redesign.

**MICRODENTAL LABORATORIES, Dublin, California  
INTERACTIVE DESIGNER, 2006 - 2007**

Developed marketing projects with multimedia platforms, to include web, video, print, and PowerPoint. Established project timelines; collected and organized data for integration into projects. Coordinated with company leaders to interpret visions and objectives into designs. Innovated marketing and advertising techniques by participating in creative meetings. Obtained assets and information through interdepartmental collaboration. Developed video storyboards.

**Key Achievements:**

- \* Expertly overhauled graphic design of company website, implementing Adobe Design suite to develop and maintain site.
- \* Creatively leveraged video editing software to develop widely viewed trade show videos.
- \* Recognized for creating dynamic web design to result in company's purchase by Dental Technologies, Inc. (2007).

**ABE SERVICES, San Francisco, California  
CONTRACTOR FOR MACROMEDIA (ADOBE SYSTEMS), 2005 - 2006**

Partnered with team of on-site managers to leverage expert competency in HTML markup, graphics software, and online services for developing HTML content for Macromedia e-commerce website. Ensured uniformity of content and prices; collaborated with Quality Assurance to maintain accuracy and relevancy of content. Facilitated update of content with proprietary content database system.

**Key Achievements:**

- \* Utilized specialized software to develop small graphics for online promotions.
- \* Implemented graphics software and web editors to maintain high-quality company intranet.