

To Whom It May Concern:

I have Web design/development experience using a variety of tools. Lately, most of my work has consisted of building sites and site prototypes from another designer's Photoshop comps either for stand-alone purposes or to hand off to a back-end development team for baking into templates for a content management system. I am a particularly efficient coder, and my strengths lie in balancing the demands of user-centered design with back-end technology constraints. I have subject matter expertise in all aspects of front-end Web design and production (i.e. the presentation layer).

As a dedicated consultant with J.P. Morgan Chase & Co., I advised the Design Group in Marketing & Communications concerning best practices of Web usability and accessibility on a part-time basis for the past six years. I have been involved with several of their public and intranet Web sites in supervisory, production and maintenance roles. In particular, I:

- wrote the firm's first accessibility guidelines for the intranet based on W3C and ADA recommendations
- built the 2003 and 2004 JPMorgan Chase online annual report Web sites
- built the prototype for the last three iterations of the company's intranet home page
- built the prototype for the firm's intranet portal, and helped create the intranet style guide
- trained and supervised Marketing & Communications Web team of two
- created and maintained the repository for jpmorganchase.com (HTML and PSD templates, site map, maintenance handbook and coding guidelines)

Example URLs:

Sites designed and built:

<http://www.choipaint.com> (my personal site)  
[http://www.choipaint.com/choi\\_fl.html](http://www.choipaint.com/choi_fl.html) (flash version)  
<http://www.zorgina.com>

Sites built from another designer's Photoshop comps:

<http://www.peterzander.com/> (initial build)  
<http://www.buckrunfarm.com/> (initial build)  
<http://www.starchemtechnologies.com/> (initial build)  
<http://www.clamboejane.com/> (initial build)

I oversaw the production of JPMorgan Chase's Annual Report Web site from another designer's comps for the last two years:

<http://ar.jpmorganchase.com/ar2004/>  
<http://ar.jpmorganchase.com/ar2003/>

If you have any questions, please contact me.

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## SKILLS

Extensive Web design and production experience (including HTML, JavaScript, DHTML, CSS, Flash and some database connectivity with PHP/MySQL as well as XSL) using Dreamweaver, Photoshop, ImageReady and Illustrator. Experience with content management tools.

Skilled in representational drawing and painting in traditional as well as digital media, including software such as Photoshop, Illustrator, Maya and Lightwave3D.

## EXPERIENCE

1999-present

### **Web consultant/producer/designer**

Advised the Design Group in Marketing & Communications concerning best practices of Web usability and accessibility. Involved with several of their public and intranet Web sites in supervisory, production and maintenance roles.

Summers 93-99

### **Kelly Temporary Services**

General clerical duties, transcription, as well as extensive PC experience, particularly with MSWord, WordPerfect, Excel. I type 90 w.p.m.

1995-96

### **Garland Guild, Inc.**

Decorative painting, design, and historical restoration

## EDUCATION

1998 - 2000

M.F.A. cum laude, New York Academy of Art, New York, NY

1997 - 1998

Post-baccalaureate study in Studio art at the University of California, Berkeley

1995 - 1997

B.A. with High Distinction in French, Indiana University-Purdue University at Indianapolis (IUPUI), Indianapolis, IN

1994 - 1995

B.F.A. with High Distinction in Studio Art, Herron School of Art at IUPUI, Indianapolis, IN

1989 - 1993

B.A. with High Distinction in Art History and Classical Studies, Indiana University, Bloomington, IN

## AWARDS

1998

New York Academy of Art Scholarship

1997

UC Berkeley Scholarship

1993

Member, Phi Beta Kappa

1993

Senior Achievement Award

1992

Lillian Gay Berry Latin Scholarship

1992

Norman Pratt Traveling Fellowship

1991

Lillian Gay Berry Latin Scholarship

1989

Mary Milliken Art Scholarship

## LANGUAGES

Reading,  
Writing and  
Conversational  
Ability:  
Reading Ability:

French, Italian

Latin, Classical Greek, some German and Sanskrit

References available upon request