

# John Darek Tatum

4409 Denver Dr. • Plano, TX 75093 • 214.620.0809 • www.jdtatum.com • jdtatum@gmail.com

## experience

JCPenney

### **Web Design and Development for Internal Communications**

2009 – Present

- Design and develop associate-facing, cross browser compatible web sites
- Support updates of corporate intranet site by preparing and implementing streaming video, photo galleries, and minor writing
- Provide support and knowledge for new web initiatives including social networking and idea management
- Create and distribute graphical and text based emailings sent to all associates

**Awarded:** HR Associate of the Month for initiating and facilitating use of QR tags in monthly print publication and introducing streaming video to the corporate intranet site

BeutiControl Cosmetics

### **Web Designer/Tech Specialist**

2007 – 2009

- Acted as lead designer in redesign and development of consultant intranet site
- Converted Photoshop documents to fully functioning XHTML/CSS pages
- Assisted in management and development of BeutiControl owned websites
- Worked with Javascript frameworks such as jQuery and Mootools to create interactive, dynamic web pages
- Utilized mass emailing service to create and distribute graphical emails

### **Jr. Web Designer**

2006 – 2007

- Created and programmed user interface designs for promotional mini-sites
- Designed layouts and graphics for email communications
- Designed and created animations as well as basic UI programming in Flash
- Posted PDFs and articles to member access site
- Assisted in management, development of BeutiControl-owned websites

American Association for Respiratory Care

### **Internet Services Specialist**

2004 – 2006

- Assisted in management and development of AARC website and other AARC sites
- Designed web site layouts and UI
- Designed and created animations as well as basic UI programming in Flash
- Designed layouts and print ads for publication in member magazines
- Wrote press releases for online publications
- Created and distributed mass emailings using large member database

### **Freelance Web Designer**

2003 – Present

- Design and develop interactive, cross browser compatible web sites
- Implement and customize eCommerce engines
- Implement and customize Content Management Systems such as WordPress
- Perform customer service and duties common to small business operation

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proficient in	Complete Adobe Suite CSS HTML / XHTML Javascript / jQuery XML Final Cut Pro Microsoft Office	working knowledge	SQL PHP ASP Java WebSphere
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## education

### **Abilene Christian University**

Bachelor of Science in Integrated Marketing Communications, May 2003

Overall GPA: 3.62 – Magna Cum Laude

#### Relevant classes:

- Visual Communication
- Publication Design
- Digital Graphic Design
- Information Design
- Creative and Copy Writing
- Business and Professional Writing
- Media Strategies
- Integrated Media Tactics
- Interactive Media
- Principles of Marketing
- Integrated Marketing Campaigns

### **Collin County Community College**

2007

#### Relevant classes:

- HTML
- CSS
- Introduction to Javascript
- AJAX Programming