



BEN@BYRNECREATIVE.COM 505.288.9898  
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## EXPERIENCE

Firefly Partners, LLC *October 2009 – present*

- Led client discovery process via phone, questionnaire and in-person meetings
- Developed sitemaps and wireframes for website redesign projects
- Crafted and presented creative work (web designs) to clients
- Coded page templates, wrappers, behaviors, etc. in html/css/javascript
- Implemented designs on a variety of CMS platforms, including Drupal, WordPress, and Convio
- Leveraged a variety of APIs (Twitter, Flickr, Convio, et al.) to offer enhanced website functionality

Freelance Work *June 2008 – present*

- Designed visual identities, websites and advertisements for individuals, small businesses and nonprofit groups
- Implemented websites (in WordPress, Convio and others) and PHP-based web applications

Free Press *June 2003 – June 2008*

- Created and iteratively enhanced completely custom, dynamic website CMS built in PHP
- Handled all front-end coding of websites and applications, including information architecture, HTML, JavaScript, CSS and third-party API interactions
- Developed and maintained graphic content across family of websites
- Designed and applied organization-wide brand and a variety of campaign and conference identities to a complete range of collateral, including websites, ads, business cards, fact sheets and brochures
- Shaped online communications strategies, copyedited outreach and marketing materials

University of Illinois at Urbana-Champaign *August 2001 – May 2003*

- Redesigned and implemented websites for intrauniversity clients
- Co-taught course on Advertising Creative Strategy & Tactics

Spindustry Systems, Inc. *June 2000 – March 2001*

- Designed and implemented website front-ends
- Created print ads, brochures and banners
- Worked directly with clients during design process

## SKILLS

Adobe Photoshop, Illustrator, InDesign, Drupal, WordPress, Convio

Standards-compliant xHTML, CSS, JavaScript (incl. JQuery), PHP, MySQL, Apache administration

Online strategy, information architecture, usability, online activism & engagement

Photography, branding, creative strategy and communications, copyediting

## EDUCATION

Bachelor of Fine Arts in Graphic Design, 2000 (with minor in Technology and Social Change)

Iowa State University, Ames, IA

## AWARDS

People's Choice Webby Award, 2007, Activism Category *{for SavetheInternet.com}*

Webby Award Official Honoree, 2006, Activism Category *{for FreePress.net}*

Graduated with Honors and with Distinction, Iowa State