Alicia O'Connell

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PORTFOLIO

http://echodesigncompany.com

EDUCATION

Masters of Business Administration - 2009, Salve Regina University, Newport, RI
Certified Usability Analyst - 2009, Human Factors International
B.A. - Interactive Communications and Photography - 2001, Salve Regina University, Newport, RI

EXPERIENCE

CVS/pharmacy - CVS.com — Woonsocket, RI

1/2007 - Present: Sr. Web/Interactive Designer: Online Marketing & Promotions

Design & Coding

- Design/code/execute highly effective graphics for promotional pages, banners and emails to support the CVS.com marketing team's promotional efforts (both product sales and pharmacy related) as well as company-wide marketing initiatives & programs.
- Technical lead for the online creative team for coding and flash development.
- Maintain online style guidelines.

Design/Project Management

- Determine specifications, write detailed project briefs and schedules, and assign projects to team members and freelancers.
- Provide creative reviews.
- Oversee quality control (in design & execution) of all promotional programs and ensure all team members project deadlines are met.
- Point-person between the online creative team and marketing teams for all promotional programs. Determine marketing team's needs, communicate change requests, secure approvals.

6/2004 - 1/2007: Freelance Interactive Designer

Salve Regina University — Newport, RI

6/2004 - 12/2006: Web & Electronic Communications Manager

- Create, develop, produce, and maintain the written and visual information on the web site.
- Develop e-newsletters.
- Set up select offices with content management capabilities.
- Develop/enforce branding & style standards throughout all university sites and electronic communications (including working with IT on internal portals and interfaces).

9/2001 - Present: Adjunct Faculty Member Teaching Workshops on Dreamweaver and Flash.

Freelance Designer/Consultant

1/2004 - 6/2004

Providence Creative Group — Providence, RI

8/2001 - 12/2003: Lead Interactive Designer

- Develop and produce marketing materials (print & interactive) for clients, as well as for the agency.
- Supervise the interactive team, and organize all interactive projects, maintaining timelines & budgets.

SKILLS

Dreamweaver, Photoshop, Flash, Illustrator, InDesign, Fireworks, Contribute. Comfortable on MAC & PC.