

Christopher Wrenn Porter
161 Chaunticleer Rd., Columbia, SC 29223
803-360-7964 | cwporter@gmail.com | Portfolio: cwporter.me

Summary

- Over 14 years experience designing layouts, interfaces, logos, and graphics for online and print initiatives.
- Over 14 years experience developing, coding, and hosting accessible, user-friendly websites and emails.
- Extensive experience prototyping layouts and developing information architecture for websites.
- Proficiency with content management systems, mobile responsive design, and leveraging social APIs.
- Small business owner with demonstrated success managing many clients and responsibilities.

Technical Skills & Proficiencies

Languages

- HTML (16 years), CSS (12 years), PHP (10 years), JavaScript (8 years), jQuery (2 years)

Software & Features

- Photoshop (14 years)
- Illustrator (14 years)
- InDesign (12 years)
- BBEdit (14 years)
- Dreamweaver (9 years)
- Flash (5 years)
- Coda (2 years)
- Wirecast (1 year)

Skills & Experience

- User interface design (16 years)
- Designing for accessibility, usability, and cross-platform compatibility (14 years)
- Wireframing, prototyping, and demoing (12 years)
- Information architecture (12 years)
- Content management systems (2 years)
- RSS feed integration (2 years)
- Mobile web apps and mobile responsive design (1 year)

Work Experience

Freelance Designer/Developer

Columbia, SC | August 2001-Present

- Created user interfaces, navigational menus, graphics, logos, and typography for websites and email marketing campaigns (Photoshop, Illustrator).
- Designed layouts, logos, and print collateral with publishing tools like Adobe Illustrator and InDesign.
- Provided clients with proofs, prototypes, and conceptual drawings prior to coding and development.
- Defined site maps and information architecture for online projects, refined with feedback and analytics.
- Coded websites using HTML, CSS, PHP, and jQuery with web development tools such as BBEdit, Dreamweaver, and Coda.
- Deployed, hosted, managed, and maintained websites using WHM and cPanel.
- Implemented content management systems and mobile responsive designs.
- Integrated shopping carts, social APIs, forums, and RSS feeds into websites.
- Developed new user interfaces for popular social platforms (Facebook, Twitter, YouTube).
- Crowdsourced a Google spreadsheet with over 1000 contributors to organize circles and communities on Google+ long before Google+ had a community feature.

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Tool Summary

Photoshop, Illustrator, Dreamweaver, Coda, InDesign, HTML, CSS, JavaScript, jQuery, Flash, FTP, cPanel, WHM, Forums, RSS feeds, Social API integration, Content Management Systems

Skill Summary

Print, Web, Email, User Interface, Design, Development, Prototyping, Wireframing, Information Architecture, Accessibility, Marketing, Coding, Programming, Brainstorming, Client Relations

Notable Clients

Channel 93.5 – Designed logo for Fallout Festival, as well as tickets, ads, and backstage passes for event.

KOAA-TV – User interface design for web video player.

Charleston Water System – Redesigned Water Wise monthly newsletter.

BakerBob – Website development, including forums and shopping cart.

ResortsWeekly – Website development, including custom CMS, shopping cart, mobile responsive, APIs.

The Summit at Flatirons – Website development, including Flash intro and hand-drawn 3D floorplans.

Griffis/Blessing – Designed interface for automated follow-up emails.

Co-Owner, Technology Director, Marketing Director

Video Solutions | Columbia, SC | June 2005-Present

- Developed, hosted, deployed, and maintained company website and email marketing campaigns.
- Built information architecture and operation of website and HTML emails to minimize customer confusion.
- Designed layouts for logos, letterheads, business cards, and all other marketing materials, maintaining consistent branding and imagery across all media (Photoshop, Illustrator).
- Managed distribution of print and online marketing initiatives.
- Generated prototypes, custom user interfaces, and unique graphics for screen-based remote controls.
- Custom programmed logic for over 200 universal remote controls using proprietary software packages.
- Drafted visually rich sales proposals based on detailed in-home consultations and client's specific needs.
- Provided customer service and technical support via phone/email, as well as in-home service calls.
- Administered hands-on training for residential and commercial audio/video systems up to \$50,000.
- Managed teams (3-4 people) and inventory to ensure projects were completed on time and efficiently.

Tool Summary

Photoshop, Illustrator, Microsoft Word, Excel, Google Docs, QuickBooks, HTML, CSS, PHP, JavaScript, Flash, FTP, cPanel, WHM, Google Analytics, proprietary remote programming software

Skill Summary

Print, Web, Email, User Interface, Design, Development, Hosting, Prototyping, Wireframing, Information Architecture, Marketing, Management, Coding, Programming, Consulting, Sales, Proposals, Estimating, Customer Service, Installing, Troubleshooting, Technical Support

Creative Director, Lead Designer/Developer

Big Fish Marketing | Colorado Springs, CO | June 2004-April 2005

WinVisible Marketing Group | Colorado Springs, CO | July 2003-June 2004

- Developed HTML prototypes for monthly email newsletters and email follow-up campaigns that were aesthetically engaging while maintaining compatibility across all platforms.
- Designed website user interfaces and site architecture focused on simplicity, usability, and accessibility.
- Coded, deployed, and maintained websites for clients that looked great, loaded quickly, and worked everywhere (HTML, CSS, JavaScript, PHP, Flash).

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- Used professional graphics programs (Photoshop, Illustrator, InDesign) to design layouts for print-based media such as billboards, magazines, newspapers, and direct mail.
- Held brainstorming sessions with clients to develop cohesive campaigns that spanned both print and online initiatives.
- Managed creative workflow of all projects under tight deadlines in a fast-paced, production-focused environment to ensure deadlines were met and clients were happy.

Tool Summary

Photoshop, Illustrator, InDesign, Dreamweaver, HTML, CSS, JavaScript, Flash, FTP, cPanel, WHM

Skill Summary

Print, Web, Email, User Interface, Design, Development, Prototyping, Wireframing, Information Architecture, Marketing, Coding, Programming, Brainstorming, Client Relations

Web Designer

Internet Solutions Group | Columbia, SC | January 1999-January 2003

Computer Services, University of South Carolina

- Designed and produced graphics and logos for websites within The University of South Carolina (e.g. www.sc.edu, vip.sc.edu, csd.sc.edu, maps.sc.edu).
- Worked closely with University Webmaster to code and publish departmental web pages (HTML, CSS) and implement common look-and-feel across divisions, colleges, and departments.
- Adhered strictly to W3C accessibility standards, validating all code and testing in text-only browsers.
- Designed prototypes for the main USC portal, as well as Computer Services Division (now called UTS) using graphics tools such as Adobe Photoshop and Illustrator.
- Designed the original logo for VIP (amazingly still being used, could use a refresh, vip.sc.edu) and developed an HTML-based demo of the VIP system (coded using a text-editor, BBEdit).

Tool Summary

Photoshop, Illustrator, BBEdit, HTML, CSS, FTP

Skill Summary

Web, User Interface, Design, Development, Prototyping, Wireframing, Coding, Programming, Accessibility

Education

University of South Carolina

Columbia, SC | August 1997 – December 2001

- Bachelor of Arts in Journalism and Mass Communication
- Major: Advertising
- Carolina Scholar (full four year scholarship)
- Graduated Cum Laude with 3.73 GPA

Interests & Organizations

- Google+ Community Moderator
- Apple/Google/TWiT
- Self-Driving Cars, Quadcopters, and Artificial Intelligence
- Podcasting
- Snow Skiing

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References

Wayne Wooten
Freelance Web Development Client
ResortsWeekly.com (developed spring 2013)
waynewooten2@gmail.com
803-431-1093

Developed website with three primary objectives: 1) Boost sales of timeshare properties, 2) Work across all devices and screen sizes, 3) Really easy to add and delete listings. The end result was a fully responsive design with a custom-built CMS (based on easy-to-use Google Docs) that is now the client's preferred and primary method for managing timeshare transactions.

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Fred Kudrik
Ongoing Video Solutions Client (2005-2014)
fkudrik@sconcology.net
fkudrik@sc.rr.com
803-732-7194

Designed, wired, and integrated many A/V systems throughout this client's home over the years, including numerous home theater systems and multi-room audio.

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Tripp Whitener
Ongoing Video Solutions Client (2006-2014)
trippwhitener@mindspring.com
tripp.whitener@firstcitizensonline.com
803-240-9591
803-931-1062

Integrated a multitude of A/V systems throughout client's home, including televisions, A/V receivers, surround sound and whole-house audio, custom-programmed remote controls, gaming systems, and streaming video devices.