



LYNN R. FINCH
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OBJECTIVE

Creative design position with a growing enterprise. Professional expertise derived from creative design technology experience and industry leadership. Skills include conceptual design, branding, graphics productions, project management, web and software interface design, marketing, merchandising and product development. Expertise in multiple design mediums, including print, web, video and Flash.

PROFESSIONAL EXPERIENCE

08/07 - 03/08 SUNGARD PUBLIC SECTOR INC., Lake Mary, Florida

Internet Marketing Specialist

- Creative marketing design for print, web and software interfaces for large public sector software company. Designed new corporate web site and intranet. Produced online and print advertising, display banners, posters and other marketing materials. Designed and developed extensive storyboards of screens for new software product. Produced branding and identity guidelines. Extensively utilized Adobe Creative Suite 3 in creating web interfaces, photo manipulation, print advertising, video editing and Flash promotions and banner ads. Other projects included digital photo shoots, PowerPoint templates and stationery design.

11/00 – 08/07 FINCH DESIGN, Orlando, Florida

Designer

- Contract consulting services for various clients. Projects include websites, marketing collateral for both print and online, content management, merchandising design, advertising, corporate identity, trade show booth design, web sites, e-commerce applications, software interface design.

10/04 – 11/06 PREMIERE SHOW GROUP, Winter Springs, Florida

Creative Director

- Creative design and art direction for show management group specializing in the beauty industry. Duties included conceptual design, branding and graphic production for print and web for all events. Produced show materials, signage, ads for national publications, posters, merchandising materials, promotional materials, and web interface design. Annual Orlando show (Premiere Orlando) is one of the largest trade shows in the US.

1/03 – 1/04 VALENCIA COMMUNITY COLLEGE, Orlando, Florida

Adjunct Professor

- Instructed three courses, Multimedia Graphics II, Web Design, and Introduction to Computers and Logical Thinking.

7/00 – 11/00 INGRAM BOOK COMPANY, Nashville, Tennessee

Senior Web Designer

- Consulting for KPMG at client site on enterprise e-commerce web site project. Project was an online ordering system designed for multiple customers and suppliers, such as book retailers (Amazon, Barnes & Noble, Borders), major publishers, libraries and schools. Developed extensive Style Guide, site inventory and assisted with many facets of Information Architecture. As part of the User Experience Team, enhanced the look and feel of the site.

3/00 – 6/00 WEBSITE PROS, INC., San Francisco, California

Director of Design Quality, National Design Center, Jacksonville, Florida

- Senior management role in large, start-up web production business. Managed department with 95 graphic designers, web developers, quality editors and technicians. Implemented design and editorial quality standards, art and web-building resource libraries. Built design quality department, created job descriptions, developed work process flow and procedural guidelines. Developed strategic marketing directives for customers. Provided expertise to integrate site-publishing tools, in order to publishing brochure and e-commerce web sites on multiple web hosting platforms.

99 – 3/00 CLEAR CHANNEL COMMUNICATIONS, Maitland, Florida

Director of Creative Services, Clear Channel Internet Group

- Creative direction and development of internet-based projects in radio broadcast environments. Supported webmasters of 400+ radio and TV station web sites. Developed resources for sales and marketing presentations. Reviewed resources of vendors and partners for integrating sales opportunities. Supported initiatives for sales teams, programming teams and field support groups to implement and manage new products and projects. Provided resources and introduced new technologies for company-wide use.

95 – 99 FINCH INTERACTIVE GROUP, INC., Winter Park, Florida

President

- Creative direction of successful content development group. Firm specialized in graphics and software for online environments, kiosks and CD development, print media, exhibits presentations. Areas of expertise included all aspects of graphic production, illustration, software design and integration, print design and production, virtual world design and programming, 3D environments, VRML environments.

87 – 98 CADTEK SERVICES, INC., Maitland, Florida

President

- Owner and manager of successful graphic design, drafting, and 3-D animation and visualization company. Duties included business management, creative direction, design and production. Clients include local, major architectural and engineering firms (CAD drafting, 3D rendering, visualization and animation), Jimmy Buffett's Margaritaville (merchandising graphics) and Florida Hospital (Computer Assisted Facilities Management documentation, project management and production.)

93 – 97 VALENCIA COMMUNITY COLLEGE, Orlando, Florida

Adjunct Professor

- Professor of Graphic Arts, East & West Campuses. Instructed courses in Graphic Arts Technology, Layout & Design, Typography, Computer Graphics and Design. Designed curriculum for graphic design courses using popular software programs.

PROFESSIONAL SKILLS

Creative skills include creative direction, graphic design for print, web design for commercial sites and e-commerce sites, branding, advertising, marketing and merchandising, branding standards and guidelines. Expertise in interactive design and integration for web and software interfaces, virtual world design, scenic design, 3D graphics and drawing, painting and illustration for the fine arts. Experienced in design, direction, and development and production management for enterprise software and implementing productivity enhancements. Experienced software tester. Business management and administration skills include team leadership, project management and product development.

TECHNICAL SKILLS

Multi-platform experience, including all Windows, Macintosh and UNIX environments. Knowledgeable in nearly all aspects of hardware integration, networking, cross-platform networked environments, hardware troubleshooting and software integration. Software programs expertise: Adobe CS3 software including Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe Acrobat, Dreamweaver, Flash, Premier, QuarkXpress, AutoCAD, CorelDraw, Apache Web Server, Microsoft Office Suite. Technical direction on projects using HTML, CSS, XML, PHP, VRML, JavaScript, CGI, PERL as well as various audio and video editing programs.

PROJECTS

- SunGard Public Sector, Lake Mary, FL: corporate web site, corporate intranet
- Exploratorium Science Museum, San Francisco, CA: various web-based projects
- Siemens Corporate Recruitment CD-ROM and Flash Presentation
- National Constitution Center, Philadelphia, PA – Creative design and production
- American Airlines – AAIM Incentive Program award processing secure server implementation, interface design, integration
- Nippon Telegraph & Telephone (NTT) - InterSpace Web site, NTT Interactive Web site, “Exploring Edo” Web site. Creative design and production
- Siemens Westinghouse – Electronic brochure, creative design and production
- Jimmy Buffett’s Margaritaville: Merchandising, apparel and print graphics
- Jimmy Buffett: “Breezy Palm” signature design for inlay on limited edition Martin Guitars
- Jimmy Buffett: Limited edition “Parrot Head Lager” t-shirt design for Buffett’s personal use
- Sea World Key West – Signage and exhibit graphics
- Orlando Science Center – “Body Zone” and “Earthquake” exhibit graphics
- CareerTV.com – Scenic design
- Parker Manatee Aquarium – Exhibit graphics
- Seaside Soap Company – Merchandising, online and promotions graphics

WEB SITES

- www.lynnfinch.com (originator)
- www.sungardps.com (designer/producer)
- www.exploratorium.com/rentals (designer/producer)
- www.premiereshows.com (creative director/producer)
- www.pappasfinefoods.com (design and production – e-commerce site)
- www.know-vaccines.org (creative director/producer)
- www.lynnfinch.com/sitearchive/ntti (creative director/producer)
- www.lynnfinch.com/sitearchive/interspace (creative director/producer)
- www.lynnfinch.com/sitearchive/edo (web designer/producer)
- www.lucasey.com (creative director/producer)
- www.lynnfinch.com/sitearchive/nectars (creative director/producer)
- www.lynnfinch.com/swps – Flash brochure (creative director/producer)
- www.markerinfo.com (creative director/producer)
- www.seasidesoap.com (originator – e-commerce site)

PUBLICATIONS

- *Official Palace Tour Guide: Experience Visual Virtual-World Chat on the Internet*, by James Barnett, Daniel Gray, 1997. Contributed chapter on Palace design and building.
- *The Photoshop Plug-in Book*, by Daniel Gray, 1997. Contributed chapter on Alien Skin Eye-Candy Plug-Ins.

PROFESSIONAL MEMBERSHIPS

- ACM (Association for Computing Machinery) – 1991 - Present
- ACM Membership Activities Board Member – 1996 - 2000
- ACM SIGGRAPH - 1991 – Present
- ORLANDO ACM SIGGRAPH – Founding member, 1991.
Chapter Chair, 1993-1994 and 1997-2000, Treasurer, 1994-1997.
- ORLANDO MUSEUM OF ART ASSOCIATE BOARD – 1995-2000
- ORLANDO SCIENCE CENTER ASSOCIATE BOARD – Charter Member
- ART STUDENT'S LEAGUE OF NEW YORK – Life Member
- ST. AUGUSTINE ART ASSOCIATION – Patron Member

VOLUNTEER EXPERIENCE

- ORLANDO MUSEUM OF ART - Chair, “The Body Electric”, October 2000
- ORLANDO MUSEUM OF ART – “1st Thursdays” Program Director
- ORLANDO MUSEUM OF ART - Chair, “Art & Technology”, 1995, 1997, 1998.
- SIGGRAPH ‘98 - TV/ONLINE – Animation and On-Site Graphics Coordinator
- SIGGRAPH ‘98 – COMMUNITY OUTREACH/SIGkids - Special Events Coordinator.
- SIGGRAPH ‘95 – SIGGRAPH ONLINE - Web Coordinator
- SIGGRAPH 94 - 99 – Professional Chapters volunteer

COMMUNITY ACTIVITIES

- Valencia Community College (VCC) Technology Advisory Council - 1995 – 1998
- VCC Graphic Design Advisory Committee, 1993 - 1998
- VCC Graphic Arts Advisory Committee, 1993 - 1996
- VCC Business Advisory Committee, CAD for the Disabled Program, 1989 – 1996
- Central Florida Council For High Technology - Board Member, 1992-1996

References and portfolio available upon request.