

## **Larissa Harris**

Communications Designer  
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### ***OBJECTIVE***

My goal is to communicate information effectively while making the user feel good about the message using design.

### ***EXPERIENCE***

#### **Present**

Jekyll Island Authority - Assistant Marketing Director

I utilize all varieties of new media to market Jekyll Island. We target our market with websites, email marketing, blogs, Facebook, Twitter, and many other social interactive media. I design, program, and create multimedia presentations including video and sound editing. I also write and handle the public relations via social interactive media. See [www.jekyllisland.com](http://www.jekyllisland.com) (for which I maintain & develop new content including microsites), [georgiaseturtlecenter.org](http://georgiaseturtlecenter.org) (designed & developed including the e-commerce), [blog.jekyllisland.com](http://blog.jekyllisland.com) (designed & developed), [jekyllislandauthority.org](http://jekyllislandauthority.org) (designed & developed), and [jekyllislandfoundation.org](http://jekyllislandfoundation.org) (maintain & develop content).

#### **Present**

Freelance Designer

I continue to do freelance website design, blog design, and website hosting. A few of my websites include [redbugmotors.com](http://redbugmotors.com), [soccertoc.com](http://soccertoc.com), [jixc.com](http://jixc.com), [thecommissaryonjekyll.com](http://thecommissaryonjekyll.com) (e-commerce), [tamarys.com](http://tamarys.com), [suziesfriends.com](http://suziesfriends.com), and many more!

#### **7/1999 - 2/2003**

Smart Online, Inc. - Creative Development

I was the manager of the creative development team until my staff was laid off. Then, I was the main designer and page developer for the company. I developed the graphics, layout, and wrote copy for [www.smartonline.com](http://www.smartonline.com) and its syndicated sites including [bluefield.smartonline.com](http://bluefield.smartonline.com), [coletaylor.smartonline.com](http://coletaylor.smartonline.com), [ncb.smartonline.com](http://ncb.smartonline.com) and [bankone.smartonline.com](http://bankone.smartonline.com). Each site features several information sections in addition to online applications. I designed the gui and content with composites, and then after the approval process, developed the interactivity with HTML, XSL, XML, Javascript, and/or Flash. We also designed sites for small companies, and I was the sole designer, content writer, and developer of these sites. Websites I designed for them include [www.carriageflowers.com](http://www.carriageflowers.com), [www.boardstrategies.com](http://www.boardstrategies.com), [www.teccoach.com](http://www.teccoach.com), [www.radcommunications.com](http://www.radcommunications.com). In addition to web developer responsibilities, I was often called upon to design marketing materials, product packaging, and write press releases for the company .

#### **4/1993 - 6/1999**

Environmental Resource Center - Marketing Analyst

As marketing analyst, I collected and analyzed data to determine whether marketing efforts were successful. I also determined what strategies should be used for future marketing campaigns. As graphic designer, I developed and designed eye catching brochures and presentations to enhance our marketing efforts. I was editor of the company newsletter that provided environmental regulatory news to over 70,000 people quarterly. I also developed their web site using html and Dreamweaver and interactive training courses using Flash.

#### **7/1992 - 12/1992**

North Carolina Electric Membership Corporation - Communications Assistant

I assisted the communications department with press releases and corporate communications design and writing projects. I also wrote feature articles for the company magazine, *Carolina Country*

### **EDUCATION**

11/2000 Web Usability Conference

US-CA-San Francisco, Certification

I attended the User Interface West Conference 2000 led by Jared Spool. I learned design theories and techniques for screen design keeping the user in mind.

5/1999 NC School of Communication Arts

US-NC-Raleigh, Certification

I attended the multimedia course. We learned design and page layout essentials, digital video editing, sound editing, Photoshop, Flash and more.

12/1991 East Carolina University

US-NC-Greenville, Bachelor's Degree

I majored in communications with a concentration in journalism, and minored in political science.

### **SKILLS**

HTML, Javascript, Adobe CS4, CSS, copy writing, XML, XSLT, Search Engine Optimization, and Social Media Marketing.