

JEFF ROSEN

WEB DESIGNER/GRAPHIC DESIGNER

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QUALIFICATIONS PROFILE

Impeccable Graphic Design Skills
Web Site Development
New Technology & Software
Special Effects & Animation
Artistic Ability & Creative Thinking
Design Creation & Editing

- **Talented Web Designer with experience in multi-media graphic design and animation. 15+ years experience in news graphic design for TV stations in major markets. Strong project development and management skills. Outstanding organization and time management skills. Team oriented, innovative, and meticulous attention to detail. Extensive experience using complex graphics software and keeping abreast of current trends.**

Computer Skills:

Languages: HTML/CSS, JavaScript, ColdFusion, SQL, PHP/mysql, XML, Java, Unix

Programs: Photoshop, Fireworks, After Effects, Illustrator, Dreamweaver, Flash, InDesign, Drupal, Excel, Word, Access, AP NewsCenter, iNews, Prezi

Equipment: Chyron Lyric/Luci/Camio, Chyron INFINIT, Pinnacle Lightning Still-Store, Quantel Paintbox

EDUCATION

A.A.S., Computer Information Systems: Web Design (2011)

HUDSON VALLEY COMMUNITY COLLEGE - Troy, NY

Graduated with 4.0 GPA, with Honors, on President's List

Member, Phi Theta Kappa Honor Society

B.A., Broadcasting & Cable (1990)

PENN STATE UNIVERSITY – State College, PA

CAREER HIGHLIGHTS

- Changed career focus to Web Design after a successful career in Graphic Design in television news.
- Consistently met daily deadlines while employing creativity and accuracy that conveyed theme, focus, and point of view of the story. Combined images and text to create visual storytelling.
- Worked autonomously creating high volume of graphics for television programming while keeping look and feel consistent with station guidelines and themes.
- Filled in for Webmaster at News 12 New Jersey on an as-needed basis; published stories from the news to the Web site complete with video and photos.
- Created graphics and open animation for local Emmy and Society of Professional Journalists award-winning news special, NewsChannel 8's "Police Station Shootout: How & Why." Graphics were shown at local Emmy Awards ceremony.
- Started career at a television station in the #8 market in the country (Washington, DC) and advanced to a major TV station in the #1 market in the country (NYC/Metro area).
- While at NewsChannel 8, utilized entry-level position to gain knowledge of and experience in broadcast media while autonomously learning the graphic design end of production; created needed graphic elements during breaking news when graphic artists were unavailable; moved into desired graphic artist position upon availability.
- At News 12 New Jersey, applied self-taught procedures to maintain and update Chyron INFINIT, used for full screen information and identification in daily news programming and election coverage.

PROFESSIONAL EXPERIENCE

Web Application Developer

SUNY System Administration, Albany, NY

June 2012 to Present

- Maintenance and support of Prospective Student site on SUNY.edu.
- Updated design of CounselorConnect, Campus Connect and Viewbook Materials Manger sites.

Web Design Intern

NEW YORK STATE CHIEF INFORMATION OFFICER/OFFICE FOR TECHNOLOGY - EMPIRE 2.0 WEB SERVICES,

Albany, NY, <http://www.cio.ny.gov/>

Spring 2011

- Maintained Web sites for clients using content management system. Main client was NYS Governor's Web site, <http://governor.ny.gov/>. Updated documents on server to reflect management changes.
- Created document for distribution through link on Web site.
<http://www.empire-20.ny.gov/sites/default/files/images/ideaMgmtChecklist2.jpg>

Graphic Artist

WNYW-TV (FOX 5), New York, NY / WWOR-TV (MY 9), Secaucus, NJ

2000 to 2010

Television stations were part of a duopoly (owned by same company in same market)

- Created graphics for live five-hour daily morning newscast and hour-long nightly newscasts, as well as for Investigative and Promotions Departments.
- Collaborated with producers, reporters, anchors, managers, and personnel at all levels.
- Participated in developing graphics for special news coverage, including 9/11 and memorials, elections, and other major events in the NYC area, as well as nationally.
- Created promotional materials for both My 9 and FOX 5.

Graphic Artist

NEWS 12 NEW JERSEY, Edison, NJ

1996 to 2000

- Filled in for Webmaster, published stories from news to the Web site with videos and photos.
- Designed graphics for daily morning, daytime, and afternoon edition newscasts.
- Produced graphics for the Promotions and Audience Development Departments. Worked closely with editors, producers, and reporters.

Graphic Artist

WTTG-TV FOX 5, Washington, DC

1996

- Developed graphics for the FOX morning news. Helped dress the studio for State of the Union speech coverage using set pieces and stencils. Archived elements for the Art Department.

Graphic Artist

NEWSCHANNEL 8, Springfield, VA

1994 to 1996

- Produced graphics utilizing animation, video, and music for daily news and other programming. Implemented graphics package and formatted templates for new programming.

Studio Technician

NEWSCHANNEL 8, Springfield, VA

1992 to 1994

- Prepared studios for various productions.
- Proficient in various tasks for live and taped television news and public interest programming including floor manager, audio, and camera operator.
- Operated manual and robotic cameras and teleprompter equipment.
- Gained a broad familiarity of graphics computer, audio production booth, switcher, DVE, and edit bays.