GREGORY SHELDON DAHL

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Seeking team position evolving to leadership in UI/UX in large scale for profit or not for profit Scrum framework environment.

Conceptual Expertise, Technical Skills

html/css, php, Joomla!, Wordpress, jQuery, MySQL, JavaScript, Adobe CS -- PhotoShop, Illustrator, InDesign, Flash AS3, Acrobat, Bridge, Keynote, Google Drive (docs, sheets, slides), Microsoft Office -- Word, Excel, PowerPoint, VPS, Cloud Hosting

Recent Professional development

Classroom Instruction
> *UXD* - 12 week Course, General Assembly, Santa Monica - Cesar Gomez, Instructor. Content Mastery: *Goal Task Analysis, Personas, User Testing, Card Sorting, Wire-Frames, Concepts for Mobile Apps.* Introduction to Scrum through group projects for website and tablet. Completed July 2014

Workshops:
> *Instagram for Business* - Shannon Drake, Shantastical.com May, 2014
> *10 Pitfalls in Data Science* - Szilard Pafka, Cross Campus February 2014
> *Uncubed Conference* - Annenburg Beach House, January 2014
> *Blogging for ROI* - Ritika Puri & Suzanne Baran of Saatchi & Saatchi June 2013
> Javascript Saturday, Featuring Troy Miles - Kelley Blue Book, November, 2012

Conference:
> *Miva Merchant* - E-Commerce Conference, San Diego, 4 days, 2014
> *Wordpress LA* - Cal State University Los Angeles, 2 days, 2012 and 2013
> *Joomla! San Jose* - E-Bay Corporate Campus, San Jose, 4 days, 2012,

Creative Corporate Promotion Experience

THE JAZZ BAKERY: Culver City, CA 1998-current. Web Presence Designer: Invent Concepts; prepare html and php code, maintain and write content for a non-profit jazz music venue web site. Author: "Jazz Notes" & "Artist Information". Website: jazzbakery.org
- ❖ Enabled 2.5K+ likes on Facebook.com/thejazzbakery
- ❖ Authored annual "Future Fund" letter garnering $15K+ / year in donations.
- ❖ Developed marketing concepts and coded a php web app; "Jazz Artist Wall of Fame" collecting $3K in donations.
- ❖ Compose weekly email newsletter sent to 10,000 addresses each week utilizing *Constant Contact*

SOUND FAMILY MEDICINE: Puyallup, WA, 2009-Present. .ASP site re-coded into Joomla!
- ❖ Created online manual for rapid instruction of marketing managers and orientation of new employees.

❖ Hands on Training marketing staff to update site.

FOXSPORTS.NET: 2004, Developed process to implement "Centerpiece" for NFL and NBA web sports features by adapting advanced knowledge of Illustrator, PhotoShop and Flash.

Online promotion for Boutique Sites

www.patsenatore.com: Music Director, Vibrato Jazz Grill, Set up Joomla! CMS; management of Facebook and twitter presence; MailChimp newsletter. *Result*: Increased publicity of his role in jazz history led to a feature article in June 2014 Downbeat Magazine.

www.classicgaragerock.com: Designed and set-up CMS for music licensing catalog of early 60's rock. *Result*: doubled annual revenue from music catalog from new clients in motion picture, television and advertising. Styx and Dunwich Records.

www.chocolatefortunes.com: Code site template and develop assets for custom fortune cookie e-commerce site. *Result:* Serve as ongoing consultant for technical interface between owner and Miva Merchant.

Selected Agency Freelance Print Production

JAKKS PACIFIC TOYS: Malibu, CA 2007-2009: Hand constructed package prototypes from print-outs for photo shoots and client pitch meetings.
❖ One of three package prototype artist to work at "Master's Table" on staff of 18 artists.
❖ Built package prototypes for launch of Tinker Bell play kits. *Result:* 8 million in sales from prototypes I created.

CATAPULT MARKETING, 2006-2007: Created print mechanicals and style guides for Master Foods, Intel, Fosters Beer and Pedigree. Maintained image assets for international partners.

DAVIS ELEN ADVERTISING, 2003: McDonald's So. Cal: create style guide for billboard and p.o.p. implementation; So. Cal. Toyota Dealers Association: Construct 20 piece billboard mechanical kit. Comcast: Hispanic brochure print production and asset development.

RUBIN POSTAER & ASSOCIATES, 2001-2002: Acura and Honda Motor Cars: prepared client presentations for development of automotive brochures, shot lists, "shoot-arounds" and location photography.

BD FOX & FRIENDS 1995-1998: Entertainment Advertising, Warner Bros, Universal, CBS; video covers, one-sheets, theatrical breakdowns, Created motion picture billings and interactive DVD menu production.

Education & Art Training

Advertising, Art Center College of Design
Bachelor of Arts, American Studies, Pitzer College