

Eduardo Moreno
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Objective

Creative Flash Developer/Designer with corporate and non-profit organization experience, capable of adapting to different environments seeks further growth potential working in a friendly and dynamic environment.

Work Experience

Newark

March 2007 – Present

Chicago, IL

Web Publishing Specialist

- Developed interactive product selectors with Flash user interfaces and MySQL/PHP/XML database backend
- Manage multi-channel marketing campaigns (web/email) aimed at both customer retention and new customer acquisition
- Designed and tested web interfaces for User Experience and Usability assessments of website redesigns
- Designed and built Flash games for company brand recognition and prospecting
 - Developed in both AS2 and AS3
 - Game interaction tracked via PHP/MySQL backend
- Developed JavaScript interfaces for prospecting web marketing pages
- Managed look and feel of marketing web pages for customer campaigns
- Use of in-house photo studio to take product shots of electronic equipment for both print catalog and web use

Awards/Recognitions

NEDA 2009 Channel Marketing Awards

Integrated Marketing Campaign – Platinum Award

- Marketing Campaign – Instrumentation Microsite

Circle Imagine

March 2008 – Ongoing

Chicago, IL

Flash Developer

Flash development and consultation

- Customizing and optimization video for Flash streaming
- Creation of slide shows for modeling agency events

DePaul University

March 2006 – January 2007

Chicago, IL

Freelance Photographer

Assigned to photograph various events and needs occurring within the university

- Classical concert events
- Blueprint reproduction and enhancement

Motorola

August 2000 – December 2005

Schaumburg, IL

Web E-Commerce Project Manager

- Developed online interactive Flash materials
 - Created promotional content integrating both Flash and HTML for reseller partners

- Created interactive online training tutorials in Flash for introduction of new customer touch programs
 - Developed Flash promotional materials for the Motorola UK team
- Developed and designed web interface for the Motorola Online dealer support websites
- Digitally re-mastered and migrated radio product accessory photos into web catalog
- Led development, by outside team, of new internal work-flow process for better project accountability by creating user friendly tracking software
- Maintained company specific content management system and multiple system data transfers

Simon Erwin Associates

September 1998 - July 2000

San Carlos, CA

Senior Support Specialist

- Developed and maintained multiple web sites based upon customer needs and specifications
 - Redesigned the Carnegie Website
 - Created Individual Scholar Professor sites for on-going research programs
- Wrote and held training sessions for the introduction of new mail, content management, and audio-visual presentation systems.
- Network and Website support for non-profit organizations
 - Carnegie Foundation for the Advancement of Teaching
 - National Center for Public Policy in Higher Education

Development Software

- Adobe Creative Suite CS5
- Microsoft Office
- Microsoft Access

Programming Languages

- PHP
- MySQL
- JavaScript / jQuery
- Flash ActionScript 2 / ActionScript 3

Languages

Fluent in Both English and Spanish

Education

DePaul University

Chicago, IL

Masters of Arts - New Media Studies Graduate Program

GPA 3.85

University of California

Santa Barbara, CA

Bachelor of Arts - English Literature, March 1998