



Web | Graphic | Print | Photography

# Astra J. Freedman

## Profile

Highly creative and multitalented Web and Graphic designer with extensive experience in multimedia, web and print design. Exceptional collaborative and interpersonal skills; dynamic team player with well-developed written and verbal communication abilities. Highly skilled in client and vendor relations; talented at building and maintaining partnerships. Passionate and inventive, creator of innovative marketing strategies and campaigns; accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements. Developed brand and corporate identities, websites, advertisements, annual reports and sales collateral for clients in retail, professional services, high tech and Government industries.

## Summary

- Team player with a track record of completing projects on time and above expectations
- Experienced in both the design process and implementation of new features, improving the user interaction and creating the visual design of a product
- Analytical and detail-oriented, proactive at saving costs and solving problems
- Technically proficient, proactive in acquiring new knowledge and job skills to promote personal growth and job expertise

## Selected awards and honors

- 2009 Pride of San Jose Award for Collaboration - Citywide Recovery Act Team
- 2009 City of San Jose Council Commendation received for developing for developing first ever student web presence
- 2008 Pride of San Jose Award for Collaboration - Cooling Center Team
- 2008 Web Marketing Association's WebAward - Outstanding Achievement in Website Development, Government Standard of Excellence
- 2008 National SAVVY award winner for Inside San Jose printed external newsletter
- 2008 National SAVVY award winner for CityLine printed internal newsletter
- 2006 Mercury News awarded www.shpna.org "The Best in Silicon Valley 2006: Neighborhood/Community Online Group" recognizing the value it has been to S/HPNA's ongoing success.

## Certifications

- 2009 Leadership and Coaching Academy
- 2008 ADA Compliancy

## Skillset

### Design Software:

Adobe PhotoShop  
Illustrator  
InDesign  
Premier  
After Effects  
Acrobat  
Dreamweaver  
Fireworks  
Excel  
Word  
PowerPoint  
Publisher  
Visio

### Programming Languages and Technologies:

HTML  
DHTML  
CSS  
JavaScript

### Operating systems

Mac OS  
Windows

### Additional

Accessibility  
Usability



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## Career development

### 2007 – present

#### City of San Jose Citywide - Web Content Manager / Graphic Designer

- Member of high-level policy efforts and programs. Helped to create and implement a New Technology policy and managing and tracking of all new technology requests
- Project lead for developing new technologies such as social media, Intranet CMS and Intranet Redesign committee
- Developed a new internal Employee News campaign with a corresponding biweekly email to push news out to all City employees and direct them to the Intranet. Site has been very successful and, based on early statistics, draws at least twice as many readers as the previous payroll flyer system.
- Developed a number of new web sections that are both attractive and user friendly. Among these are a new student employment site that was very well received, the Recovery Act site, the Open Government site, and the Mexican Heritage Plaza website that includes online forms for users to pledge donations or nominate Committee members.
- Manages a steady stream of web-related emails from public and employees and provides guidance to Departments on web standards and development
- Manages content on the City's home page and responds quickly to requests to post urgent information about severe weather, pandemic flu, and other time-critical information
- Develops strong relationships with staff in other departments to better promote teamwork and to provide guidance and advice on how to improve communications pieces and maintain web and graphic standards, policy, new technology and ADA compliancy
- Photographer - able to use these skills to document many City events and improve or create materials including invitations, signage, and advertisements for the Mayor's State of the City event, the Domestic Violence Walk, and the Mayor's Community Resource Fair

### 2006 to 2007

#### Google Inc - Web Specialist

- Created graphics and navigation structures for sections using HTML, JavaScript, and PhotoShop  
Sections: Meet Googlers and Meet Interns: <http://www.google.com/intl/en/jobs/meet.html>
- Developed a department employee training manual for both print and web based
- International training; created a user guide and presentation and presented to the international web teams
- Maintained departments intranet to keep the Staffing department well informed with current information
- Managed a steady queue of email requests
- Received content from international recruiters, format and publish job postings onto google.com using HTML



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**2002 to 2006**

**CENTURY 21 Champion - Marketing Coordinator**

- Creative lead for all internal and external engagements
- Responsible for implementation and creation of online marketing materials including HTML emails
- Established structure, redesigned and maintained corporate web site to improve navigation and modernize look-and-feel [www.century21champion.com](http://www.century21champion.com)
- Improved the company Intranet by implementing a CMS to enhance the information architecture and usability and by designing easy to navigate graphical user interface
- Generated marketing, sales and web collateral as well as multimedia presentations using PowerPoint for agent listings and corporate events
- Managed production of print collateral including property brochures, direct mailers, business cards, newsletters and other customer documents for printing on Fiery printers
- Coordinated and collected client ad copy and imagery
- Generated new business by developing strong relationships with clients

**2001 - 2002**

**The Wave Magazine - Graphic Designer**

- Worked closely with account managers to fulfill all clients' web design requests
- Produced banner ads that not only arouse interest, but reflect the branding strategy that the client has determined
- Implemented small scale web sites and graphics for merchant web sites using HTML and JavaScript
- Coordinated and collected client web content

**1998-2001**

**Technology Solutions Company - Production Artist**

- Worked closely with art directors to fulfill graphic design requests
- Received data for computer-based and web-based training packages in order to create visual graphics and animation for multimedia training and learning
- Filmed and edited full motion video and audio
- Collaborated with the programmers to maximize design flexibility in existing and future enhancements
- Worked directly with Product Marketing Management to plan and execute deliverables
- Developed innovating design solutions to deliver enhancing visual user experience

**TSC client projects:**

MCI MBT, ARCO MBT, PepsiCo MBT, Nestle MBT, Voicestream Company Guide and Hyperion MBT

## Education

Masters Institute  
San Jose, CA

1998 - 2000  
A.A.S. Multimedia  
Communications

Relevant  
Course Work:  
Graphic Design,  
Desktop Publishing,  
Web Design,  
Web Programming,  
and Multimedia  
Authoring. HTML  
Certification

Cabrillo College  
Aptos, CA

1996-1998  
Certificate in  
Fine Arts

Relevant  
Course Work:  
General Education,  
Beginning Design,  
Drawing and  
Composition, Life  
Drawing

References available upon request