

DEBORA WEBER

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SUMMARY

Highly skilled and creative design professional with substantial experience in web, print and multimedia. Proven track record for project management, launching 1500-page web site and leading the social networking initiative for one of the schools of the University of Pennsylvania. Achieve success using exceptional collaborative skills, with all levels of the organization, to deliver expected outcomes on time and under budget.

Highlights include:

- 1500-page web site launch, University of Pennsylvania School of Veterinary Medicine
- Design logos and marketing materials for sale of small businesses: Cage Graphic Arts sold to Alcoa Reynolds and Quickcard Systems, Inc. sold to FirstData Corporation (\$10,000,000.)
- Design in-store display for new-product launch, Campbell's Soup Company "Vlasic Stackers"

EMPLOYMENT

University of Pennsylvania, Philadelphia, PA 1/2001 – present

Web Content Coordinator, School of Veterinary Medicine 10/2006 – present

Initiate web and print projects encompassing two campuses and two hospitals to promote and support administration, 150 faculty and staff. Significant achievements include:

- Readily manage 1,500-page web site redesign; Develop assurance with vendors and lead diverse team to implement content management system; Develop tools and train users; Capably develop information architecture, policies and standards for 508 compliance and usability; Web site project spanned two years, launching on time and under budget (<http://www.vet.upenn.edu>)
- Write and design web content, e-mail, web graphics, logos, web pages and printed materials
- Expedite fundraising success with multimedia anniversary web site (<http://125th.vet.upenn.edu>)
- Initiate and maintain social networking sites (Facebook, Twitter)

Senior Training Specialist, School of Medicine Office of Human Research 10/2005 – 10/2006

Successfully coordinate speaker series for clinical trials continuing medical education for while creating web site for clinical trials community. Significant achievements include:

- Redesign web site with improved usability; Develop dynamic online medical tools and forms libraries by collaborating smoothly with programmer (<http://www.med.upenn.edu/ohr>)
- Successfully coordinate workshop series and speakers; Provide customer service for participants, update Powerpoint slide shows and coordinate branded promotion with posters and press releases; Perform public speaking as program introductions
- Construct interactive online training program; Create training prototype for distance learning

Web Designer/Electronic Publisher, School of Medicine Information Services 1/2001 – 10/2005

Create web sites and online tools for over 20 medical school departments and implement content management system. Significant achievements include:

- Efficiently coordinate multimedia web site with diverse technical team for the Office of Admissions under tight timeline; Achieve goal of retaining best student applicants by 30%
- Successfully meet web goals of medical school by designing over 20 department web sites
- Produce templates for content management; Conduct training and perform customer support

Arcadia University, Center for Education Abroad, Glenside, PA 4/2000 - 12/2000

Publications Coordinator and Web Master (temporary employment for a maternity leave)

Take active control of all aspects of publication of study abroad catalogs with tight deadline and successfully deliver catalogs for fall recruitment fairs. Significant achievements include:

- Adroitly coordinate the publication of ten artistic study-abroad catalogs under strict timeline; Communicate globally with international study centers to obtain content
- Expertly negotiate printing, fulfillment, web and print advertising placement
- Maintain web site effectively

Campbell's Soup Company, Camden, NJ 6/1998 – 4/2000

Graphic Designer and Illustrator

Create scalable graphics and illustrations for packaging field. Significant achievements include:

- Design typography, layout and commissary signage within specific branding guidelines
- Use judgment to create innovative non-targeted illustrations for marketing focus groups
- Design new product prototypes and “Vlasic Stork” in-store display for “Stackers” dill pickles

INDEPENDENT CONTRACTOR

Debora Weber Studio, Narberth, PA

Graphic Designer, Illustrator and Copywriter

Create graphic designs and illustrations for New York and Philadelphia agencies and publishers

EDUCATION

- Lake Erie College for Women, Painesville, OH – Bachelor of Liberal Arts, Cum Laude
Oxford University, England – Ruskin School, study abroad
- Moore College of Art, Philadelphia, PA – Continuing Education
- University of Pennsylvania, Philadelphia, PA – Candidate, Master of Liberal Arts

TECHNOLOGY SKILLS

- Dreamweaver, Photoshop, Illustrator, FreeHand, Quark Xpress, InDesign, Contribute, HTML, XHTML, XML, CSS, Javascript, FTP software, Adobe Acrobat, Flash, iMovie, Quicktime, Dot Net Nuke Content Management System, hand-coding
- Microsoft Word, Excel, PowerPoint, Atlas (Penn database software)
- Cross-browser compatibility; Work across both Mac and Windows operating systems

PROFESSIONAL DEVELOPMENT

- Philadelphia Higher Ed Conference (Social Network and Web Video Facilitator) 2009
- Online Marketing Webinar 2009
- Penn Social Networking Webinar 2009
- User Interface Conference (CMS Panelist) 2008
- Atlas Training (Penn) 2008
- Philadelphia Podcast 2007
- PA Distance Learning Association (PADLA) Seminar 2005