

EDUCATION

M.S. in Digital Imaging and Design, New York University, New York, NY
Graduation: May 2011, Concentration in Digital Visual Effects and Motion Graphics

B.F.A. in Computer Graphics and Interactive Media, Pratt Institute, Brooklyn, NY
Graduation: May 2005, Concentration in Print and Web Design

SKILLS AND SOFTWARE EXPERIENCE

Web Design: HTML, DHTML, CSS, JavaScript, Adobe Dreamweaver - Flash - GoLive, Alfresco and Sitecore CMS, User Interface, User Experience, Wireframing, Prototyping

Graphic Design and Print: Adobe Photoshop - Illustrator - Fireworks - InDesign, QuarkXpress, Typography

Video Editing/Motion Graphics: Adobe After Effects - Premier, Final Cut Pro, Nuke, Shake

Productivity: Adobe Acrobat Pro, Microsoft Project - PowerPoint - Visio - Excel - Word - Publisher - VSS, XMind

Marketing: Camtasia, Coremetrics Online Analytics, BlueHornet Email Marketing, Search Engine Optimization

Platforms: Mac OS X, Windows 7/XP/Vista, IBM iSeries (AS/400)

CLIENTS AND BRAND EXPERIENCE

Canon, Lufthansa, CA Technologies, Dealer Track, Nat Sherman, Long Island Business News, Hallmark Investments, MSC Industrial Supply, U.S. Smokeless Tobacco Company, Tomorrow's Hope Foundation, Learn2Grow, PetLabs360, J&L Industrial, Long Island Technology Network, ORA, Enco, Suffolk County Government, Towns of Babylon & Islip

WORK EXPERIENCE

January 2007 - Present

E-Commerce Creative Lead, MSC Industrial Direct Co., Inc., Melville, NY

- Leads the creative designs for the e-commerce initiative that generates over \$500 million revenue annually
- Creates the visual design, typography, user interface, and user experience
- Manages the online content strategy, workflow, and development for Content Management Systems
- Develops and maintains front-end code, and performs quality control and post-implementation testing
- Gathers requirements and provides ideas and solutions to business owners and cross-functional teams
- Designs, implements, and administers the email marketing campaigns, virtual catalogs and promotional materials
- Builds wireframes, mock-ups, and prototypes for new concepts and enhancements

October 2004 - December 2006

Graphic and Web Designer, MindSHIFT, Commack, NY

- Created web pages, wireframes, prototypes, sitemaps and navigational flows
- Consulted with clients to determine the user interface and user experience requirements
- Created brand identity through logos, letterheads, business cards, brochures and posters
- Mentored team members on project direction and guiding them through the creative process
- Built HTML/CSS templates and collaborated with development team to ensure proper design implementation
- Researched and added search engine optimization tags to websites
- Perform quality control for consistent functionality across all browsers and platforms

January 2002 - September 2004

Web Master, English as a Second Language Department, Nassau Community College, Garden City, NY

- Designed new interfaces and web pages using design and usability principles
- Coordinated, updated and managed all facets of the site
- Gathered all the requirements and information from the ESL department
- Configured the site to run within the provided environment

SCHOLARSHIPS

January 2008 - May 2011

Presidential Merit-Based Scholarship, New York University

January 2002 - May 2005

General Restricted Scholarship, Pratt Institute

January 2002 - May 2005

Presidential Merit-Based Scholarship, Pratt Institute

ABOUT ME

I'm currently working for one of the nation's largest direct marketers of industrial supplies. I have nearly ten years of experience working on diverse projects for B2B and B2C on large-scale corporate, agency and small business levels. I've had a significant role on many platform integrations and acquisitions, and have worked directly with outside vendors and cross-functionally with stakeholders, marketing and developers from initiation to post-implementation. I create intelligent and inspired designs, and provide solutions while managing a multitude of responsibilities.

I have a passion for art, innovative ideas and challenging tasks. I strive for constant perfection, and thrive on learning something new everyday. When I'm not making pixels line up, I dance (Persian, Argentine Tango, American Tango, Waltz, Viennese Waltz, Foxtrot and Salsa), practice whirling, and read poetry. I'm also a certified personal fitness trainer.

SHIMA TORABI