

Kris LoCascio // locasciokj@gmail.com

professional experience

Designer for Online Content

Rosen Publishing Group // New York, NY // 6.06–Present

Lead Designer on all web related materials for the Rosen Publishing Group

- ∞ Re-designed both rosenpublishing.com and rosenclassroom.com
- ∞ Update website to match current catalog
- ∞ Integrate marketing materials with web presence
- ∞ Create web ads for both external and internal sites
- ∞ Automated marketing catalogs using InDesign and XML

Production and Design Director

Rosen Publishing's Living Room Learning // New York, NY // 9.03–6.06

Helped conceptualize and streamline the production process of Living Room Learning's Personal Publishing System

- ∞ Produced marketing and packaging materials for 17 individual publishing kits
- ∞ Supervised layout and binding of individual books
- ∞ Created automated book layout process to turn publishing kits into finished hardcover books
- ∞ Designed and updated Living Room Learning website

Web Designer

Commonwealth Information Security Center // Harrisonburg, VA // 8.02–2.03

- ∞ Created Javascripts to help functionality of website
- ∞ Used webalizer to compile web statistics on site
- ∞ Updated site based on consistent design concept
- ∞ Designed multiple layouts for future web affiliates

Intern

Big Sky Editorial // New York, NY // 5.02–7.02

- ∞ Helped batch audio clips for editing process
- ∞ Screened and mass produced broadcast quality masters
- ∞ Created print collateral for video clips

education

James Madison University

Bachelor of Arts Degree, May 2003

collegiate activities

President of the JMU Chapter and Vice President of the Virginia Chapter of Delta Epsilon Chi (a competition based marketing organization)

skills

Proficient in both Mac OS X and Windows XP platforms

programs

InDesign CS3, Photoshop CS3, Illustrator CS3, QuarkXpress 6.5, Flash CS3, Dreamweaver CS3, BBEdit, CSSEdit 2.5, FontExplorer X Final Cut Pro HD, Logic Xpress, and the Microsoft Office Suite

coding

XHTML, XML, CSS, Actionscript, Javascript

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