

# Carter Hodgkin

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<http://www.carterhodgkindesign.com>

Carter Hodgkin is a Designer with over 10 years' experience in Print and Web Design; Online Promotions and Flash Animation. Key technologies include strong technical skills using Adobe Photoshop, Illustrator, Flash MX with Actionscript, Dreamweaver, Fireworks, CSS, XML, ImageReady and AfterEffects.

## Summary

Web design expertise includes:

- New project concepts including Site branding; Information architecture; Template design; Graphic design; Interface design; Graphic Production and HTML building of sites;
- Rich Media including Flash actionscripting and production; Banner creative;
- HTML Emails; Branded site updates; E-commerce site updates; resizing, optimizing & color correction for graphics;

Experience includes design of large corporate sites for companies such as AT&T, Dow Jones, Inc., Kodak, Rodale Press and LEGO Direct. Extensive design experience with Online Marketing including Flash Promotions, Banner Ads, Email Campaigns, Opt-in Promotions and Online Games for clients such as British Airways, Audible.com, NBC, Universal Studios, Warner Brothers, Outpost.com, Autobyte, Pogo.com, Webcertificate.com, Excite, AOL and Mail.com.

## Experience

**Martha Stewart Omnimedia**, 2006- 2007 Designer - Online Promotions & Marketing  
Design, brand and production of emails, sweepstakes, microsites and banner creative campaigns for in-house and advertiser brands.

Responsibilities include design concepts; Rich Media design & production, including Flash Actionscript; resizing, optimizing & color correction for graphics

<http://www.marthastewart.com/page.jhtml?type=learn-cat&id=cat22671&site=blueprint>

See promotions on [www.carterhodgkindesign.com](http://www.carterhodgkindesign.com)

**Rapp Collins**, 2006 Consultant Art Director & Flash Designer

Design, brand and production of banner creative campaign for XM Radio.

Responsibilities include design concepts; Rich Media design & production, including Flash Actionscript; resizing, optimizing & color correction for graphics

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**Agency.com** 2006 Consultant Art Director & Flash Designer

Design, brand and production of banner creative campaign for Audible.com, British Airways, Etrade.

Responsibilities include Ad design concepts; Rich Media design & production, including Flash Actionscript; resizing, optimizing & color correction for graphics

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**Mada Design** 2005 Consultant Web Designer & Developer

Design, brand and production of websites including Site architecture; interface development & HTML building of sites; resizing, optimizing & color correction for graphics

<http://www.clubhousekit.com/>

<http://www.toiletbuddies.com>

**CarterHodgkinDesign** 2003 - 2006 Web Producer & Designer, Graphic Designer

Initiated independent consulting firm to work on all aspects of web development and graphic design for online or print media in varied industries. Most projects required full responsibility for website design and implementation, graphic design and photography.

<http://www.sandifellman.com/>

<http://www.farmingvillethemovie.com>

<http://www.richardprinceart.com/>

<http://www.meredith.com/mediakit/bhg/print/index.html>

<http://www.oldflamescandles.com/>

**Projects:**

Better Homes & Gardens - online marketing kit, online promotions  
Great Leaders Campaign - Flash promotion for pharmaceutical corporation  
Smith Barney & Turbo Tax - online questionnaires - Interactive.com  
FarmingvilletheMovie - animated film logo

**Print:**

Better Homes & Gardens - advertorial  
Victor Schragar Studios – Martha Stewart Living; Neiman Marcus  
CCG Metamedia – Corporate Materials for Pfizer  
Lambda Legal – promotional materials [Courting Justice web campaign]

**Web:** Lambda Legal, Better Homes & Gardens, Camelot Partners LLC, Camino Bluff Productions and Artists' Portfolio Sites [Richard Prince, Victor Schragar, Sandi Fellman, Margot Mclean, Mariella Bisson]

**LEGO Direct** 2000 - 2002 Consultant Art Director & Designer - LEGOLAND.com

LEGO, the international toy company, needed strong branding and design for several pre-existing Legoland Amusement Park websites geared towards mothers of small children. I created a unified design; standardized and upgraded content as well as translated each site into 3 languages for 4 different amusement parks in 4 different countries. I unified these sites under a portal with Flash promotions, features and links to each site.

Designed all aspects of this project including information architecture, branding and graphics. Converted assets (including animations and video clips) for VR tours and produced translated graphics for 4 sites in 3 different languages. Each site features online ticketing, VR tours and extensive information on each park.

• Website: <http://www.legoland.com>

**Promotions.com** 1998 - 2000 Online Promotions Designer

Designed custom promotion projects, banner ads and online games with quick turnaround time, as Senior Promotions Designer. Promotions had to convey fun and immediacy, engaging the user and prompting them to enter online sweepstake contests.

Press notice of projects in iMarketing News (4/17/00) and Promotion Marketing Worldwide (12/99).

Clients included NBC, Universal Studios, Warner Brothers, Outpost.com, Autobyte, Pogo.com, Webcertificate.com, Excite, AOL and Mail.com.

• Website: <http://www.carterhodgkindesign.com/promotions1.html/> [promotions2.html](http://www.carterhodgkindesign.com/promotions2.html)

**MercurySeven** 1996 - 1998 Web Designer

Designed sites for SRDS; GCash, ChannelSeven; Campus Concepts; GalaxiWorld; Superprizes.com as well as created banner ads.

**Siegal/Gale** 1995 - 1998 Web Designer

Designed sites for the Kodak; Prentice/Hall and the Reader's Digest Media Buyers Guide

**Neographic** 1994 - 1995 Web Designer

Designed sites for AT&T WorldNet; AT&T Asia; The Wall Street Journal Online; and Rodale Press

**Dow Jones & Co., Inc.** 1992 - 1994 Web Designer

Designed the user interface and interactive demo for DJIN/Ameritech's joint video-on-demand project. Continuing design included screen design for daily stories, charts & graphics; icon design & development; video slates for broadcast use; chart design for CD ROM project. Set up & managed a graphics library as well as documenting graphics procedures

**Education:**

**BFA, Painting & Printmaking** - Virginia Commonwealth University, Richmond, VA

**Certificate of Advanced Multimedia** - New York University, Certificate of Advanced Multimedia

**Computer Applications:**

FlashMX (w/Actionscript); Photoshop, Illustrator, Quark, ImageReady, Fireworks, Dreamweaver, CSS, AfterEffects, Premiere, BBEedit, InDesign, Sorenson Squeeze, SoundEditPro.