

My Objective: To Make You Look Good!

To whom it may concern:

My name is Audie Roldan. I'm currently a **Web Development Manager / Designer** for a leading ATM, Kiosk, & Self-Service company in North America. I'm a bit of a hybrid really in that I am both part of the Marketing and Engineering / IT department and everything in between. People say that gives me the advantage of being a bit more aesthetically creative than your typical programmer but a bit more technically savvy than your average designer. I have been designing, developing, and managing corporate sites for over 10 years.

At work, I'm a one man army. I'm in charge of Web Operations and the Creative Team. I'm very versatile and have been involved with everything from Web Design/Development, Graphic Design/Art direction for Print/Web, Marketing and Advertising initiatives, Event Planning, Content Development, UI Design, Client Presentations, Quality Assurance, to Project Management. You name it.

As a freelancer, I specialize in giving small businesses and corporate websites a face lift. My core strength is in improving a company's image by designing professional, high quality websites, compelling marketing materials, and effective branding that stands out above the competition. My clients range have included many tech companies, legal & research firms, non-profits, the music community, and recently a social networking site.

I specialize in Coldfusion MX database-driven corporate websites but am well versed with most web technologies and emerging trends.

Results speak louder than words so I invite you to view my portfolio or read testimonials at www.audieroldan.com. Feel free to also browse through my resume to see what I have to offer.

Looking forward to working with you!

Best Regards,

Audie Roldan

OBJECTIVE

To make you look good!

EXPERIENCE

WEB DEVELOPMENT MANAGER / DESIGNER

Tranax Technologies, Inc.

2002-Present

- In charge of Web Operations & the Creative Team.
- As **Web Developer**, is solely responsible for the development of every aspect of the public website, intranet, partner sites, & micro sites from web/graphic design/art direction, content creation & management to web applications development/scripting/coding/db creation, administration, QA, & support
- As **Creative Designer**, is solely responsible for the design & production of all marketing collaterals from branding & identity, brochures, letterheads, posters, magazine & web advertisements, tradeshow displays, PowerPoint presentations, interactive flash demos, & beyond.
- As part of the **Product Design** team, is responsible for designing rich & industry compliant UI for ATMs, Kiosks, & other terminals
- As part of the **Marketing & Product Management** Team, interacts with every department from Sales to Engineering on a daily basis
- In addition, regularly interacts with partners, customers, & vendors, have given various presentations/lectures at conferences, & provided sales & logistics support at tradeshows.

FREELANCE WEB DEVELOPER / DESIGNER

AudieRoldan.com

1999-Present

- Design & develop various websites, web applications, print & web collaterals, & corporate branding/identity initiatives for a number of corporate and tech clients
- Companies / projects span from VoIP, Healthcare, Legal, Financial, Music, & other Technology sites to Mobile Platforms & Social Networks

CONTRACT PROJECT MANAGER

Informulate, LLC.

2006-Present

- Manage multiple, often simultaneous projects for various tech projects
- Coordinate with a network of on-shore & off-shore developers, project managers, & customers

WEB ENGINEER

MediaRing, Inc.

2001-2002

- Designed & developed various company & partner websites, web applications, print & web graphics & collaterals, & corporate branding/identity initiatives.

SQA ENGINEER

Dodots, Inc. / Why Not Creations, Inc.

1999 -2001

- Performed whitebox testing on web applications. Carried out & documented test cases & regressed bugs.
- Helped develop the creation of proprietary QA tool to streamline QA process
- Wrote test scripts to automate QA process

NOTABLE ACHIEVEMENTS

- Pioneered the efficient use of the web in the ATM industry. Built & managed one of the most renowned sites in the industry. Work has been featured on various industry articles
- Presented at various company sponsored events and conferences in front of national distributors, key partners, press, students, and visitors
- Benefactor of promotion & company awards
- Helped build a new Social Networking Site for baby boomers from concept to reality.
- Have done work for high profile customers in behalf of company. Work can be seen on various Tranax ATMs, Kiosks, & Terminals across North America

OTHER KEY STRENGTHS

- Expert Coldfusion Developer
- Extremely efficient multi-tasker often managing several projects simultaneously
- Highly versatile
- Specialize in improving online image & identity
- Experienced in personnel supervision, art direction, and project lead
- Possess the energy and spirit of a "start-up" employee and is very passionate about work
- Loves a challenge!

EDUCATION

ACADEMY OF ARTS UNIVERSITY

San Francisco, CA

Sought professional art training with emphasis on graphic design

COLLEGE OF SAN MATEO

San Mateo, CA

Received General Education & preliminary training in Electrical Engineering

SAMPLE WORK, REFERENCES, & LETTERS OF RECOMMENDATION

References available upon request. Some testimonial excerpts & sample work available at

www.audieroldan.com