
Meghan Fisher *Interactive Designer*

EXPERIENCE

Toll Brothers

Senior Web Designer : Horsham PA : March 2004 through Present

- Responsible for the creation of online visual design and concept, construction, and coding of HTML, CSS, and Flash-based elements for the Internet and interactive platforms.
- Lead and monitor implementation of design assets, and communicate effectively with creative, production, and management teams. Mentoring the junior designers.
- Primary design contact responsible for communicating with senior marketing staff on status of projects, design best practices, and other web-related technical support.
- Helped to lead integration of new email service provider (Silverpop) by assisting with implementation, strategy and training, and lead email creation and template design.

iPipeline

Web Consultant : Exton PA : July 2002 through February 2004

- Responsible for design and production of marketing materials for Internet based insurance software, including flash-based sales presentations, print ads, brochures and client websites.
- Concept and production of video as well as flash based tutorials explaining how to use an aspect of their software called MyAssistant.

The Credo Group

Director of Production / Web Designer : Princeton NJ : January 2000 through June 2002

- Managed and coordinated all production tasks related to a variety of internet-based marketing solutions that included web sites, landing pages, email creative and pop-up ads, to ensure deadlines were effectively met.
- Programmed insurance web sites that conformed to state compliance regulations for all states.
- Performed tracking of ad campaign activity and interfaced with marketing partners to ensure accurate reporting.

SKILLS

Great understanding of usability, information architecture, and GUI design principles

Comfortable on both Macintosh and Windows platforms.

Proficient in Adobe Flash, Fireworks, Dreamweaver, Photoshop, Illustrator, XHTML/HTML and CSS coding

Compliant in Web Standards

AWARDS

Maxwell Place : 2007 Astrid Award : Bronze
: 2007 Horizon Awards : Silver

Drayton Woods : 2007 Horizon Awards : Gold
at Providence : 2007 Web Awards : Standard of Excellence
: 2007 W3 Awards : Silver
: 2007 Creativity Awards : Silver

Regency at : 2007 Web Awards : Outstanding Website
Dominion Valley : 2007 Creativity Awards : Merit
: 2007 iNova Awards : Bronze

Marlboro Ridge : 2006 Astrid Awards : Silver

EDUCATION

The Art Institute of Philadelphia
Associates Degree
July 1999
Multimedia Major