

## ANDREW FELDMAN

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## OBJECTIVE

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To obtain a web design, graphic design and/or project coordinator-manager position with a company that can benefit from my interactive and print design experience, strong organization and communication skills, and strict attention to detail.

## EXPERIENCE

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Outback Steakhouse, Incorporated, National Headquarters, Tampa, Florida

Director of Internet Development: March 2002 -

Developed and maintained websites for Outback Steakhouse and its sister restaurants including Carrabba's Italian Grill, Bonefish Grill, Roy's Restaurant and others. Solely responsible for all front end content development including regular website updates, promotions and sweepstakes.

Cyberscapes Interactive, Tampa, Florida

Art Director and Project Manager: March 2000 – October 2001

Designed, produced and maintained websites. Served as project manager on several accounts, coordinating development between clients, account executives, production artists and developers. Employed my strong organization skill to develop shop standards which dramatically improved company-wide productivity. Provided hardware and software maintenance.

Thoroughbred Music, Clearwater, Florida

Creative and Marketing Director: August 1996 – December 1998

Initiated and designed a monthly direct mail brochure, resulting in significant gain of in-store traffic and sales. Worked closely with management, information systems, purchasing, inventory and distribution departments, manufacturers and printers. Produced a variety of other direct mail items, in-store signage and promotional flyers. Created copy for radio advertisements.

Advalite Incorporated, Largo, Florida

Production Art Director: January 1989 – March 1996

Transformed department by integrating new computer system with existing traditional equipment. Responsible for template design, art digitization and restoration, system maintenance. Developed cost cutting and quality improving procedures for platemaking. Researched new suppliers of art department materials, resulting in significant annual savings. Supervised scheduling, quality assurance, inventory and supply requisition, and safe disposal of photochemicals. Trained department personnel on the computer system. Designed various promotional materials and product packaging. Assisted in the ongoing development of printing procedures and standards with other members of the production team.

## SOFTWARE

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Adobe Photoshop	Quark Express	Adobe Illustrator
Adobe ImageReady	Digidesign ProTools	Microsoft Office
Macromedia Dreamweaver	Adobe InDesign	Macromedia Flash
Macromedia Fireworks	Adobe Premiere	Macintosh and PC platforms

## EDUCATION

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University of Florida, Gainesville, Florida

Bachelor of Design degree from the Fine Arts College.

Elective areas of study included Computer Aided Design within the Mechanical Engineering College and Electronic Music Composition within the Music College.