

Keith Evan Ratner

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Background

- Extensive creative direction, project management and visual/interactive design experience
- Expert in Adobe Creative Suite (Premiere Pro, InDesign, Photoshop, Illustrator, Dreamweaver, Flash, Acrobat), Flex Builder 3, Microsoft Office (Word, Excel, Outlook, PowerPoint, Visio, Access), Omnigraffle, Quark Xpress, Web programming (HTML, CSS, Javascript/jQuery, PHP, ASP, HTML E-Mail), production SQL databases, Mac and PC platforms, Content Management Systems (SharePoint, WordPress, MediaWiki), file formats and optimization

Professional Experience

2010 – present

AcademyX, San Francisco, California

Corporate Trainer – Visual and Interactive Design Software

- Delivered first Flex 4 Fundamentals course offered in Santa Clara office, followed up within two weeks in their San Francisco office

2010 – present

BayBio, South San Francisco, California

Design and Technology Manager

- Launched **CalBiotechCEO.com** and **BayBio2011.com** Web sites November 2010
- Launched the new **BayBio.org** and **BayBioInstitute.org** Web sites October 2010
- Launched **behindthescienceoflife.com** August 2010, an online biotechnology industry resource, in conjunction with media coverage
- Branding, visual design, Web and E-Mail development utilizing HTML/CSS/Javascript/Adobe CS3 and CS4 (InDesign, Dreamweaver, Flash, Photoshop, Illustrator), Drupal, ExactTarget, MailChimp, WordPress, proprietary content management system

2000 – 2009

Davis Vision Inc., Plainview, New York

Director of Corporate Communications/Graphic Design Specialist and Team Lead

- Redesigned commercial Web site internally (classic ASP, MS SQL Server, Javascript, HTML, CSS, Dreamweaver, Photoshop, Illustrator, Flash)
- Key designer on all senior level sales and marketing proposals, presentations (PowerPoint, Flash, InDesign), electronic and print marketing campaigns
- Implemented content management systems for asset management and process documentation (PMWiki, MediaWiki, Adobe Flex 3, MS SQL Server and IBM DB2)
- Developed internal database applications to track transitional sales activity during corporate merger, manage marketing direct mail fulfillment, and forms management (Adobe Flex, MS Access, VBA, Classic ASP, XML)
- Developed and maintained corporate branding strategy, image and stylistic guidelines
- Automated key database analysis and reporting processes critical in facilitating timely RFP responses (MS Access, VBA, ASP)
- Streamlined direct mail process utilizing Variable Data Printing/Document Composition software (PlanetPress, InDesign)
- Built out Creative Services Department, managing team of Graphic Designers and Documentation Specialists
- Spearheaded upgrades to and managed internal digital imaging resources

1997 – 2000

Skillz Design (Self Employed), Northport, New York

Graphic Designer

- Graphic design, desktop publishing, copywriting, technical consulting (Adobe specialist, HTML/CSS)

1995 – 1997

A.T. Kearney, San Francisco, CA

Graphic Designer

- Graphic design, proofreading, desktop publishing, presentation and proposal development (Freelance Graphics, Word, Excel, VBA)

1993 – 1995

Price Waterhouse LLP, San Francisco, CA

Document Processing and Graphic Design Coordinator

- Word processing, graphic design, desktop publishing, traffic coordination, programming, technical support, database administration, expense tracking, development and maintenance of corporate standards and formats (WordPerfect, Lotus Notes, Freelance Graphics, CorelDraw, Macro Programming)

Presentations

Computer Graphics – An Overview, November 7th, 2008

Presented to New York State Forum Webmasters' Guild

<http://tinyurl.com/krgraphics>

URL's

Primary Web Site

<http://keithratner.com>

Corporate Sites – Front End Design

<http://www.baybio.org>

<http://www.baybioinstitute.org>

Microsites

<http://calbiotechceo.com>

<http://baybio2011.com>

<http://behindthescienceoflife.com>

Design Samples – Print and Web

<http://skillzdesign.com/blog/folio>

WordPress Plugin

<http://wordpress.org/extend/plugins/yourlist>

Certifications

2005 Dale Carnegie Leadership for Managers Certification

Education

1990 B.A., Hunter College, New York

Major: English, Minor: Human Communications

References Provided Upon Request