

# HUGH O'CONNOR

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## Work Experience:

2007-08: **Freelance**, San Francisco

Brand development and marketing communications. Clients include Foodbuzz and Real Girls Media.

2006-07: **Senior Designer**, The Fionda Group, Santa Barbara

Design of Websites and interfaces for web-based applications for Fionda's clients, including AIA, Nikken, and Aloette Cosmetics.

2004-06: **Art Director**, The Santa Barbara Independent

Art direction, design, photo editing, and some writing of a weekly publication averaging 100 pages, with a distribution of 40,000. Led a redesign of the paper, and transitioned the production from Quark to Indesign.

2000-03: **Freelance**, Washington DC and San Francisco

Design of Web sites, identity, and miscellaneous print pieces. Clients included The Association of American Colleges and Universities, The George Washington University Medical Center, and New Langton Arts.

1998-2000: **Art Director**, Lot21 Interactive, San Francisco

Art Direction of interactive advertising campaigns for Bank of America, Blue Shield of California, and Netscape. Design of Lot21's print identity, Web site, and direction of agency marketing.

1996-98: **Designer**, CNET Networks, San Francisco

Design of CNET's media kit, print collateral, financial statements, signage, participation in the development of brand identities for CNET properties, design of online editorial features.

1995-96: **Designer**, The Moderns, New York

Design of print, environmental graphics and Web sites for Archistrat, Miller Freeman, The Phillips Group Architects, and the Sundance Channel.

**Awards:** **Web Award**, The Web Marketing Association:

*Best in Category (publishing)*, AAC&U Web site, 2003

**The San Francisco Show**, The SF Ad Club :

*Merit Award* (honorable mention), Lot21 Corporate Website, 2001

**Education:** Santa Barbara City College and Berkeley City College. Degree in progress, 2004-present.

**Tech/Software:** Adobe CS3; Photoshop, Illustrator, Indesign, Dreamweaver, Flash (Actionscript 2&3), Fireworks, CSSEdit, Textmate, MS Office, Mac & PC, Quark

High Level of proficiency in HTML, CSS, Multiple Development Environments (PHP, ColdFusion, ASP), Javascript, Word, Excel, Movable Type, Wordpress, Photo Direction and Retouching, File Optimization, Flow of Information, Mechanicals, Vector Illustration, Typographic Nuances