webTree designs
web site design and development
8915 West 2nd Avenue
Lakewood, CO 80226
303.909.1802
gayle@webtreedesigns.com

Gayle Pyfrom

RESUME

SKILLS AND QUALIFICATIONS:

- Web programming
- Graphic design
- Information Architecture design, prototypes, wireframes
- Search Engine Optimization
- Skilled at facilitating communication between clients and technical staff to design accessible, user-friendly web sites
- Self-motivated, able to work well on a team or independently

INTERNET DEVELOPMENT TOOLS

- Standards-compliant XHTML, JavaScript, CSS (Cascading Style Sheets), Dynamic HTML
- PHP/MySQL, ASP/SQL2000, CGI scripts
- Homesite, Dreamweaver, Photoshop, Fireworks, Illustrator, Acrobat
- Visio, Crystal Reports, Windows 2000/XP, Microsoft Office 2000/XP
- WinCVS, PVCS version control
- Credit Card processing: integration with Verisign, Authorize.net, PayPal

PROFESSIONAL ACCOMPLISHMENTS

- Web Designer/Developer
I design, produce, and maintain web sites on a project basis for a variety of clients. My work can be seen at www.webtreedesigns.com.

- PHP/MySQL Developer
Designed and produced a portfolio management system for an advertising agency. Features include:
  - An administration panel enables the client to upload images of their assets, enter asset category, title, text, and links. They can specify the order the assets is displayed on the site, as well as activate or de-activate assets.
  - Assets are displayed on the site according to category and order as specified by the client. Visitors can browse the assets in order, or they can enter an asset number they want to view.

- Information Architect
  - Produced HTML/CSS wireframe prototypes for web sites and web-based software applications.
  - Designed web site user interface based on client requirements.
  - Designed and administered usability testing on proposed web site designs.
  - Prepared site maps and competitive analysis for web site clients.

- Project Manager for e-commerce application on www.techsoup.org.
  - I led a team of program managers, communications specialists, and technical staff in creating functional requirements for this venture.
  - I selected and managed a firm to develop the backend functionality for the site.
  - I coordinated design, content, and quality assurance.

- Designer/developer for www.compumentor.org.
  - I managed original and ongoing design, production and programming.

- I implemented a secure online ordering system (Tango, FileMaker) for software products, which eventually evolved into a full-scale e-commerce application.
- I redesigned the site from requirements I gathered from the communications department and seven program managers.
- I integrated web server and database technologies.

• ASP/SQL Developer
Created a user-friendly web interface to track employee time on diverse projects.
Features of the application include:
- Password protection for employees.
- Customizable project lists.
- Password protected area for managers only.

WORK HISTORY

1998-now	Web Designer/Developer, freelance
1999-2002	CompuMentor, San Francisco, CA: Web Developer and Project Manager
1996-2000	QuickShip Inc., Lenexa, KS: Consulting Software Engineer
1990-1996	Digi Postal Corp., Lenexa, KS: Software Engineer

EDUCATION

• BA English/Math, Arizona State University, Tempe, AZ
• Certificate candidate in Internet Design and Technology, San Francisco State University MultiMedia Studies program

MEMBERSHIPS

• Denver Metro Chamber of Commerce