

Eddie Rifkind

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profile

I am a **graphic designer and web designer** with experience in many disciplines. I design for **print, web and video**. I love making beautiful motion graphics and video, print, functional and engaging web sites. Additional powers include illustration and fine art. I make original surrealist and expressionist drawings and paintings, and am available for commissions.

Above all, I am an artist. I bring the passion for beauty and craftsmanship necessary to transform any project from an adequate solution into an inspired creation.

skills

- Wordpress blog / CMS design and development
- Joomla blog / CMS design and development
- Adobe Creative Suite / Creative Cloud
- Final Cut Pro, After Effects, and many other non-linear video and timeline editors
- Traditional painting and drawing media
- CSS 3 / HTML 5 markup standards
- XML / XHTML web design/development
- Javascript, jQuery scripting and animation
- MySQL database development
- PHP web programming
- ASP/VBScript web programming
- ColdFusion web programming
- Solid writing and proofreading ability
- Windows and Macintosh operating systems

employment

EDDIE RIFKIND DESIGN / 2002 – Present

Principal

- Wordpress web sites for small business
- Logo design for small business
- Commercial animation and sound production for video
- Promotional graphic design for grammy-nominated musicians
- Joomla web development for a world-famous alternative band

EXPONENTIAL INTERACTIVE / TECHBARGAINS 2011 - 2013

Web Designer

- Redesigned ancient enterprise-level web site to be more readable and useable, permitting it to be acquired into the PCMAG Digital Group by Ziff Davis, Inc. in 2013.
- Created integrated marketing campaigns utilizing on-page interactive advertising, social media, video, email blasts and print media.
- Produced animated, branded video titles, end screens, and promotional videos.
- Modified Wordpress widgets and plugins for affiliate web sites.
- Coordinated with international programming team and local media team.

ERICKSON LIVING 2007 - 2011

Web Designer and Developer

- Designed and programmed enterprise-level ASP company web sites for marketing department.
- Deployed and customized Wordpress web sites.
- Developed Wordpress CMS news web site.
- Administered user profiles for content team and outside readership.
- Developed forms to populate registrant data into external CRM.
- Developed usability and accessibility standards based on Section 508 requirements.
- Developed and deployed multimedia to streaming servers using custom Flash applications and Facebook API.

ECENDANT INTERACTIVE (formerly Direct Affect Marketing) 2004 – 2007

Web and Interactive Designer

Designed, maintained and enhanced client web, multimedia and print marketing for the real estate industry. I became the “go-to” person for various technical issues and techniques involving the production of presentations, digital proofs and general computer use. I worked confidently in direct collaboration with peers and supervisors to deliver impactful multimedia, web and print products to our clients on unforgiving deadlines.

- Created, edited and produced promotional videos for clients.
- Developed sales kiosks using Flash animation and multimedia integration.
- Created Addy-winning multimedia CD-ROM handouts and direct mailers.
- Created Flash web animations and web sites.
- Consulted on software purchasing decisions.
- Trained interns and evaluated their progress.
- Attended creative meetings and actively discussed design, function, and project strategy.
- Had to write small copy on the fly.
- Collaborated with designers and programmers in a fast-paced, high-end marketing firm.

WEBWORKS DESIGN COMPANY 2002 – 2004

Web Designer

- Designed, maintained and enhanced client web sites, logos, and print materials.
- Worked directly with clients and prospects to crystallize their vision and reach objectives through web presence and consistent branding.
- Developed custom HTML and Flash presentations.

THE BALTIMORE SUN 2000 – 2001

Web Producer, SunSpot.Net

- Maintained and enhanced The Baltimore Sun's web site. Managed daily news content.
- Photographed and videotaped major news events.
- Developed custom HTML, Real media and Flash presentations.
- Produced graphic design for featured stories and sections.

XIGROUP (formerly X-change Interactive) 1997 – 1999

Lead Web Designer

- Created corporate identity, logo design, custom illustration, web sites and online banner ads for the company and many of its clients. Coordinated and collaborated with freelancers and other team members.
- Online adaptation of Bellsouth's 1998 corporate sourcebook.
- Web site, illustration & character development for Giant of Maryland's "Apples for the Students Plus" program – 1998.

education

Maryland Institute, College of Art 1989 – 1994

Bachelor of Fine Arts degree