MICHAEL LOCKE

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CREATIVE LEADER / SR WEB DESIGNER / FRONT-END DEVELOPER

Web Design & Development – Strategic Internet Marketing Planning – Visionary Leadership

Highly innovative and successful web designer/developer with proficiency in website interface layout, UI design, XHTML, CSS, typography, SEO concepts, internet marketing and traditional print design. Phenomenal track record of designing and developing websites with extraordinary life spans. Twelve year background in understanding and employing leading edge technologies into commercial successes in an entrepreneurial hi-tech environment. Highly effective written and verbal communicator to both technical and non-technical audiences with a proven ability to translate web-technology solutions into plain-speak. Exceptional problem solving and analytical skills. Visionary leadership resulting in successful, innovative web architectures.

Qualifications include:

- Internet Strategy Development
- Web/Graphic Design
- Web Development
- Branding (Identity)
- Project Management
- Information Architecture
- Marketing Strategy
- Multimedia Flash
- SEO Concepts

PROFESSIONAL EXPERIENCE

Cars.com, Santa Monica, Ca   March 2008 – Present

Cars.com Santa Monica manages NewCars.com, a property of Cars.com, a leading destination for online car shoppers. For over ten years, NewCars.com has been one of the nation's leading sources for online car quotes and vehicle information.
 http://www.newcars.com

Senior Web Designer (Hands-On Manager)

- Responsible for the management of the design and brand development for all of NewCars.com
- Manager of two web designers working within a seven-person web production team
- Duties include designing web interfaces from concept to production, developing brand ideas and conceptualizing new web tools for car buying consumers all with the purpose of creating a friendly consumer web experience and improving conversions
- Within the first month, I was responsible for the development of a new brand concept for Newcars.com which included a new logo, new color scheme and a new web interface throughout
- Working within a seven-person web production team, I play a vital role in the success of several product launches – all of which that have lead to an increase in visitors, higher conversions and better overall consumer experience
- Proposed many new ideas and web tools such as company blogs, new user-friendly car loan calculators and viral promotional videos all of which are currently under production
- Work with various technology partners such as Optimost, Omniture and Google for tracking, measuring, testing and evolving our web tools for higher performance
- Within my first year, I have contributed to an increase in web visitors by over 100k which has had a positive impact to the company's bottom line

Mitratech, Los Angeles, Ca   August 2006 – March 2008

Mitratech Holdings, Inc. is the leading provider of legal, compliance, and security management solutions for corporate legal departments, staff counsel, and government agencies.
 http://www.mitratech.com

Senior UI Designer

- Responsible for the UI and visual design of Mitratech's flagship web-based products Collaborati and TeamConnect
- Developed interface designs, wire frames, screen layouts, HTML prototypes, and product research & analysis reports
- In charge of product brand development in addition to the creation and maintenance of all product style guidelines
- Designed and continue to manage a uniform set of icons that include over 100 unique web application icons
- Conducted ongoing heuristic evaluations and usability testing of all products
- Implemented a new structure for Engineers and Developers to work off HTML prototypes instead of static screenshots, saving time and front-end development costs

Broadcaster Inc., Northridge, Ca   November 2005 – August 2006

Broadcaster, Inc. is an Internet entertainment network, which makes digital entertainment content accessible from a diverse range of desktop and portable devices.
http://www.broadcaster.com

Senior Product Designer

- In charge of all creative from concept to production for all of Broadcaster properties
- Successfully designed and implemented the Broadcaster.com
- Designed AccessMedia.tv, an internet-based multi-channel entertainment site
- Designed PeopleCaster.com, a social network / video upload community site
- Identified, designed and implemented interfaces for various commercial applications
- Improved product marketing through innovative website redesign
- Worked directly with programmers to create internet applications from concept to production

Thomson Elite, Los Angeles, Ca   November 1997 – November 2005

Thomson Elite is a leading provider of integrated practice and financial management solutions for professional services organizations worldwide.
http://www.thomsonelite.com

Web Manager, Webmaster

- Enhanced company presence with an innovative web design that translated across all mediums
- Responsible for the design, development and marketing strategy for seven separate websites within the company
- Orchestrated a strategic web informational architectural design to improve the user experience
- Established methodologies to increase customer satisfaction by improving customer communications with software support staff and providing easy access to client knowledge base and on-line support system
- Worked closely with sales force on the development, execution and follow-up programs for multiple e-mail marketing campaigns

- Worked with out-side agency's to effectively communicate the company's brand identity, implementing a new brand strategy across all mediums (website, brochures, white papers, letterhead and business cards)
- Responsible for the quality of web application as well as ensuring on time, on budget delivery
- Monitored the impact of all web applications and their interdependencies
- Designed and implemented an intranet to serve as a company resource center to over 500 employees
- Designed and developed multiple product Flash demos
- Implemented third-party analysis tool to effectively track and monitor web traffic and to help monitor email and ad campaigns over a 5 year span
- Managed seven websites and intranets simultaneously. Provided monitoring, research & analysis and content management
- Instrumental in improving visitors by 400% through effective search engine optimization campaigns
- Developed and implemented highly effective web-lead capture forms, improving web leads by 300% over the previous year
- Generated additional revenue by implementing a strategy to sell sponsorships and on-line banner ads to key vendors year-round for our annual user conference

EDUCATION

Graphic Design, *California State University, Northridge (1993 – 1996)*

TECHNICAL EXPERTISE

Systems	Windows (2000, XP, Vista, NT/9x), Linux, Sun
Languages	XHTML, CSS, JavaScript, ASP, PHP, JSP
Databases	Access, SQL Server, Oracle
Software	Macromedia Flash, FreeHand, FireWorks, DreamWeaver, Adobe Illustrator, PhotoShop, MS FrontPage, MS Office