

Maribeth Fitzpatrick

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Passionate graphic and web designer with a focus on user experience. Clean, simple, functional style, paired with marketing background ensures thoughtful and effective designs. Detail oriented and organized individual with the ability to prioritize and manage multiple projects simultaneously, delivering on time and on budget.

Experience:

HCPPro, Inc., May 2011–Present

Web Designer

- › Designed and coded websites, landing pages, and email templates.
- › Assisted with web support requests and made fixes/updates to websites as needed.
- › Re-designed slideshow display and functionality, created a slideshow archive page and a super footer for healthleadersmedia.com.
- › Improved look and feel of homegrown CMS system.
- › Lead site re-design efforts for 2 major brands.
- › Designed landing page templates for marketing team, for ease-of-use and updating.
- › Managed WordPress blogs and microsites.
- › Updated WordPress themes for 2 microsites.
- › Created mock-ups, wireframes, and prototypes as needed for various projects.
- › Designed and built user interfaces for new online products.
- › Conducted cross-browser testing on all projects

MBees Design, September 2010–Present

Freelance Graphic & Web Designer

- › Brand identity - logo design, branding suites.
- › Website design and web graphics.
- › Invitation design - weddings, birthday parties, baby showers, wedding showers, etc.
- › Manage and maintain domains and hosting accounts.

Delphi Technology, Inc., July 2006–May 2011

Marketing Specialist/Designer

- › Lead re-branding efforts in 2009, including: new logo, new graphics, website direction, etc.
- › Responsible for designing all graphics, layout templates, collateral, advertisements, etc.
- › Developed campaigns from initial conception through production, including vendor relations.
- › Designed and coordinate advertising efforts, including: print, web, and email.
- › Responsible for image research, purchasing, manipulation, and retouching.
- › Designed and implemented new corporate intranet, as well as trained users on CMS software.
- › Coordinated events Delphi was involved with, including: exhibiting, sponsoring and hosting.
- › Organized & managed the OASIS Customer Group annual conference (approx 200 attendees).

All Access Advertising, Boston, MA, Summer 2005

Marketing Intern

- › Organized various promotional events and fundraisers.
- › Assisted with logistics and event concepts.
- › Greeted guests and sold raffle tickets during events.
- › Handled website updates, email inquiries, and database management.

Education

Boston University Center for Digital Imaging Arts, September 2010
Certificate, Graphic and Web Design
Waltham, MA

Franklin Pierce University, May 2006
Bachelor of Science, Marketing
Magna Cum Laude
Rindge, NH

Specialties:

Website Design
User Experience
Brand Identity
Illustration
Layout
Advertisements
Print/Web Design

Adobe Creative Suite:

Illustrator
InDesign
Photoshop
Dreamweaver
Fireworks
Flash

Microsoft Office Suite:

Outlook
Publisher
PowerPoint
Word
Excel

Languages:

HTML
CSS
JavaScript
jQuery
MySQL
PHP
Actionscript

Other Programs:

QuarkXPress
Salesforce CRM
Ektron CMS

{Expert in both PC and Mac platforms}

Other Interests:

Jewelry making
Glass blowing
Brush painting
Hiking
Snowshoeing

View my portfolio here:

www.mbeesdesign.com

