

# Whit Anderson

<http://r2witco.net>

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(510) 717-9513

## Experience

### **Clorox ~ Web Designer**

Designed and built websites as well as HTML emails for the many products that Clorox owns. Some of the brands I worked on were: Armor All, Green Works, Liquid Plumr, Brita, Hidden Valley, STP, Clorox and Clorox Canada. With such a variety of different products with different needs, I was called upon to use any variation of a wide skill set to update existing projects or start new ones from scratch. Some of these skills used were: Photoshop, Fireworks and/or Illustrator for the creation of mock ups and slicing graphics for the pages being built or worked on. The pages and emails were coded using the latest standards in HTML and CSS and typically built using a PHP framework. Testing and validation was also done to make sure the users experience met with Clorox's standards.

### **Fitness Anywhere Inc. ~ Web Designer**

Completely rebuilt brochure section of the site from the ground up using XHTML/CSS/PHP while following current SEO standards. Skinned the Community CMS and Store Front, as well as created a much smoother experience for customers when shopping. Assisted with the UX design and AJAX implementation throughout the entire site.

### **WisdomArk Inc. ~ Web Designer**

Creating interfaces, CSS driven layouts, and graphic content. Helping the Product Development and Marketing Departments to establish branding and identity for the websites, OurStory.com and Tribbit.com.

### **Eichleay Engineers Inc. of California ~ Art Director**

Directed and maintained all creative content, print and web design workflows, and created identity standards for Eichleay and their sister companies.

### **Hart Howerton ~ Graphic Designer**

Prepared and created content for web and printed materials. Helped set company wide standards for document layout and image handling.

### **Scenic Designs ~ Junior Designer**

Designed and illustrated layouts for murals and signage.

### **Keene Scenes ~ Junior Designer**

Created and prepared artwork using computers and darkroom equipment, for silk-screen print production.

## Skills

### **Design**

UX & UI Design  
Digital & Traditional Illustration  
Typography & Information Design  
Color & Composition  
Business Identity & Branding  
Web Graphics & Image Optimization  
Image Restoration & Manipulation  
Digital Video & Audio Editing  
Digital & Traditional Animation  
Document & Page Layout  
Flyers, Posters & Brochures for Print  
Portfolio & eCommerce Design  
Reaching items from the top shelf..

### **Technical**

XHTML & CSS  
Photoshop  
Illustrator  
Indesign  
Acrobat  
Dreamweaver  
Word  
Power Point  
FTP & SVN  
Flash

### **Education**

#### **Art Institute of Seattle**

Graphic Design and Animation

#### **Santa Rosa Junior College**

Graphic Design and Illustration