

Ali Zimmerman

WEB PRODUCTION & GRAPHIC DESIGN SPECIALIST

ali@ali-zimmerman.com
317-721-5723 (local)
303-859-2159 (cell)

Summary:

Fifteen years experience including designing and developing websites, graphic design and brand management, as well as managing teams of artists and programmers. Work in professional environments including government, nonprofit, education, performing arts, disability awareness, and environmental sciences.

Portfolio: www.ali-zimmerman.com

Professional Experience:

Associate Technical Editor - January 2010 - present

Institute for American Thought, Indiana University Purdue University Indianapolis - Indianapolis, IN
Responsible for migration of existing Framemaker editing platform and Filemaker Pro databases to highly customized Drupal/MySQL-based web sites, including theme and module development using PHP. Administration of Macintosh OS X Server and several older Macintosh servers. Provide website, computer, and networking support to 5 critical editions within the Institute. Redesign and development of all Institute public websites.

Graphic Designer / Web Developer – February 2007 – December 2009

Conergy Americas, Marketing Department - Denver, CO

Responsibilities included design of all print collateral, web ads, videos, and other promotional materials using the Adobe Creative Suite. Also responsible for US and Canada websites, minisites, and email marketing materials. Participated in event and training planning, communications strategy planning, and overall marketing planning. Served as brand manager for the US and Canada and built a large custom photo library.

Webmaster, April 2006 – February 2007

Global Systems Division - National Oceanic and Atmospheric Administration (NOAA), contracted through Colorado State University - Boulder, CO

Responsible for all web sites within the GSD domain, including design, development, accessibility, and application security. Supervised one employee and chaired web working group committee for entire laboratory. Set and communicated division-wide web policies and best practices based on U.S. Department of Commerce guidelines. Served on team to design the Earth Systems Research Lab (ESRL) and main NOAA websites.

Web Developer and Graphic Design Coordinator, January 1999 - June 2006

The GLOBE Program, contracted through Colorado State University - Boulder, CO

Responsibilities included website design and development, management of graphic design and brand standardization, creation and planning of marketing materials, and various multimedia projects. Worked with the Adobe Suite of products, Microsoft Office, Oracle and Access databases, and programmed in Perl, SQL, and HTML. Also occasionally served as Acting GLOBE Systems Program Manager, Acting Technical Lead, and Acting Database Administrator.

Student Web Developer, July 1995 - April 1997

Business Office, University of Iowa - Iowa City, IA

Dept of Anthropology, University of South Dakota - Vermillion, SD

Designed dynamic web sites using HTML, SQL, and Cold Fusion in a unix-based environment. Designed, maintained, and supported database applications using Oracle and Access. Designed graphics using Adobe Photoshop.

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Education:

- Master of Nonprofit Management, Regis University, Denver, CO, December 2008
- Assistive Technology Applications Certification, CSUN Center on Disabilities, Nov 2004
- Adobe Photoshop 6.0 Mastery with Ben Willmore, April 2001
- Oracle Education: Database Administration, June 1999
- Oracle Education: Introduction to Oracle for Experienced SQL Users, May 1999
- BA (Anthropology), The University of Iowa, Iowa City, IA, December 1998

Computer Skills:

Operating Systems:

- Windows
- Macintosh
- Unix / Linux

Databases:

- MS Access
- MySQL
- Oracle
- Filemaker Pro

Programming & Markup Languages:

- HTML (including HTML 5 and CSS 3)
- XML & xslt
- SQL
- Javascript
- Perl
- PHP

Design & Publishing Software:

- Adobe Creative Suite (Photoshop, InDesign, Illustrator, Flash, Dreamweaver)
- Adobe Acrobat Pro
- Microsoft Office Suite (Word, Excel, PowerPoint, Access, Publisher)

Content Management Systems:

- Drupal
- WordPress
- Joomla

Awards and Recognition:

- National Association of Photoshop Professionals, 2005 - present
- Cooperative Institute for Research in the Atmosphere Research Initiative Award 2004
- FSL Web Award for Best Website Appearance, December 2002 & December 2003
- FSL Employee of the Month, September 2002
- Website featured in Archaeology Magazine and on the Discovery Channel, 2000

Conferences and Additional Training:

- DrupalCon Chicago, March 2011
- Kelby Training, various Photoshop & InDesign seminars, 2007 - present
- American Marketing Association Online Marketing Summit, June 2009
- Conergy's Solar Success Training Event (planner), May 2008 & May 2009
- ePhilanthropy.org Nonprofit Internet Strategies Seminar, April 2007
- Conergy National Dealer Event (planner), April 2007
- American Marketing Association Nonprofit Marketing Conference, Jan 2006
- Accessing Higher Ground Conference, Nov 2004 & Nov 2005
- 8th Annual GLOBE Conference (planner and presenter), July 2004
- NOAA's Office of Atmospheric Research Webshop (presenter), July 2001
- 6th Annual GLOBE Conference (planner), July 2001
- Adobe Seminar: InDesign, LiveMotion, and GoLive, October 2000