

## LEONARD E. WIUFF

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### Background/Qualifications

#### **Nov. 2000 – Present:** Freelance Design and Consulting

Providing web design and consulting services for a variety of clients.

#### **Partial Client List:**

- Seattle's Best Coffee – [www.seattlesbest.ca](http://www.seattlesbest.ca), [www.seattlesbest.com](http://www.seattlesbest.com)
- Harris Group, Inc. – [www.harrisgroup.com](http://www.harrisgroup.com)
- The Online Shoe Store – [www.onlineshoes.com](http://www.onlineshoes.com)
- Sugar Ranch – [www.fennelpollen.com](http://www.fennelpollen.com)
- The Giving Network – [www.thegivingnetwork.com](http://www.thegivingnetwork.com)
- Redhouse Media – [www.redhousemedia.com](http://www.redhousemedia.com)

#### **Nov. 1996 – Nov. 2000:** Senior Online Designer, The Seattle Times, New Media

Initially hired as an online advertising designer to support the sales and marketing efforts of the then one year-old [seattletimes.com](http://seattletimes.com). Quickly involved in prototyping and building out the news and classified channels. Developed a thorough understanding of image and file formats, optimization of HTML and graphics, acting as a resource to a rapidly growing organization. User-focused design was a priority. Page views during my tenure quickly grew from 37,000 to more than 11 million per month, while staff increased from 7 to 40+.

Developed to Senior Online Designer, responsible for UI, site standards, graphic and html production, and functioned as the technical lead for the design team. As Senior Designer, responsibilities included coaching, mentoring and supervising a team of 5 designers and writing documentation to support the growth we were experiencing and promote a team-wide understanding of best practices. Maintained heavy contact with our engineering group as technical design lead.

Advanced user of the Mac OS. Experienced in hand-rolled HTML, PhotoShop, ImageReady, FreeHand, QuarkXpress and PageMaker, BBEdit, FTP, Word, Netscape and Explorer browsers. Familiar with Dreamweaver, Director, Flash, Fireworks, Excel, Acrobat and Illustrator. Basic understanding of JavaScript, DHTML, XML, CGI, WebObjects and database schemes. Some experience with Windows 95/98/NT.

I also speak some very rusty French.

#### **1993 – 1996:** Advertising Art Director, Puget Sound Business Journal

Worked closely with a sales staff of seven, developing spec ads and print advertising for the Business Journal. Achieved excellent results; my involvement directly resulting in additional sales of \$250,000 in advertising in my first year. In addition to client management and servicing the sales department, other responsibilities included design

and production of special publication covers, charts and graphs, marketing and promotional materials, media kits and preparing electronic materials for print. Selected to design in-house marketing materials to be provided to all 39 Business Journals in the American City Business Journal chain.

**1988 – 1993: Wiuff Design – Sole Proprietor, Bellevue, Seattle**

Co-designer as part of a four-person team working on a large corporate identity program for Apex Computer of Redmond, WA; a project which required nearly two years to complete.

Graphic Designer and Art Director on projects such as small corporate identity programs; brochures; sales support and collateral, signage and labeling, as well as display and small-space ads; newsletters; presentation and promotional materials; and client development and retention projects. Accustomed to heavy client contact, tight deadlines, and working autonomously from initial contact through printing. Developed familiarity with Macintosh and traditional pre-press requirements.

**1987 – 1988: Art Director and Designer for The Marine Digest, Seattle, WA.**

Responsibilities included layout and design of the quarterly four-color process magazine; copyfitting; art direction and photo selection, including research; oversight of production and all blueline and presschecks.

**1980 – 1987: Freelance Illustration, Design and Production**

Provided freelance services for a variety of advertising agencies and design studios. Seven months as a full-time in-house production artist in the retail advertising department of Frederick & Nelson.

**EDUCATION/TRAINING**

- User Interface '99 West, User Interface Engineering
- ColdFusion publishing, Zip2, San Jose, CA
- JavaScript seminar, Ivey Seright Seattle
- Web Design '98, Thunder Lizard Productions
- Context Training: The Excellence Series, 1985 – 1988
- The School of Visual Concepts, Seattle, WA.
- North Seattle Community College
- Seattle University: French in France Institute, Grenoble, France
- Yakima Valley College, Yakima, WA

**Excellent references available upon request**