

Kezia Payne

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Profile

Interface Designer/ Marketing Specialist. Strategic thinker capable of solving diverse user interface design issues by combining expertise in **marketing planning, script editing, promotional campaign** and **graphic design**. Excel in team collaboration and solution brainstorming. Strong sense of aesthetics and attention to detail.

Highlight of Qualifications

Core Competencies include:

- Website Development and Internet Marketing Planning
- Marketing Consulting and Market Research
- Responsible for dynamic Advertising and Promotional Campaign Design
- Project Development and Coordination
- Script Debugging/ Problem Analysis and Usability Design
- Highly motivated and dependable with a willingness to learn
- Applications: Adobe Creative Suite, Macromedia Studio MX, Front Page, Microsoft Office

Technical Skills

- **Programming/ Scripting Languages:** HTML, DHTML, ASP, PHP, CSS, JavaScript, Action Script
- **Software Applications / Programs:** FrontPage, Dreamweaver, Flash, Freehand, Quark XPress
- **Graphic Design Applications:** Adobe Photoshop, Image Ready, Paint Shop Pro, Illustrator
- Familiar with implementation strategies using Java and SQL.

Experience

Graphic User Interface Web Designer/ HTML Editor

2002 – present

SELF EMPLOYED, Mississauga, ON

- Managed all phases of graphic user interface design projects for ecommerce/ promotional websites
- Assessed clients needs and developed specifications; planned and implemented projects from initial conceptual design and layout through coding, final delivery and client approval.
- Drove two technically complex projects simultaneously from conceptual stages to delivery in less than two months. Consistently met tight delivery and launch deadlines, while accommodating changes.
- Presented design ideas to clients using detailed layouts, prototypes and mock ups.
- Designed and optimized original site graphics and navigational elements that have been formally praised by clients for accurately reflecting marketing messages and representing clients' brand while clearly and logically guiding sites' end users.
- Designed and coded HTML layouts utilizing hand coding and editing tools including FrontPage and Dreamweaver. Debugged complex and basic script

Marketing Consultant

October 2004 – present

SELF EMPLOYED - ONX CONSULTING, Mississauga, ON

- Co-authored and prepared marketing proposals, briefs, plans and presentations
- Planned and executed consumer behaviour research studies and initiated existing website visits, design reviews to identify the expectations and needs of users for online marketing planning
- Collaborated within cross functional marketing team to develop full scale marketing plans including evaluation systems in order for client to reach unique marketing objectives.
- Managed conceptualization and design of promotional materials, (re)structuring of advertising campaigns, websites and strategic media planning for diverse business customers.
- Conferred with clients and assisted in transforming intangible concepts into finished products.
- Delivered presentations to clients, detailing and pitching new marketing strategies
- Utilized research to redesign critical aspects of interfaces to fit users' needs. Created strategies that successfully leveraged research as marketing and ecommerce opportunities.

Project Developer/Marketing Coordinator

September 2003 – August 2004

ODETTE SCHOOL OF BUSINESS – CAREER ACCESS, Windsor, ON

- Planned and designed online employment board catering to non co-op business school students; developed the business plan and website for Career Access
- Prepared proposals and reports (e.g. Sales/Account Management), planning and detailing organization, structure and operational procedure of Career Access
- Business to Business promotional brochure package development includes:
 - Introductory & Recruitment Sign up packages for promotion to recruiters and employers
 - Web Ad Space Sales Packages
- Managed the Promotions Campaign, designed posters and flyers; planned social seminar and events and authored press releases to raise exposure and build brand awareness

Special Events / Marketing Assistant Volunteer

May – September 2004

*HARMONY IN ACTION, Windsor, ON**Volunteered with Harmony in Action, day program for people with special needs, specializing in events promotion*

- Developed plans for future events for Harmony in Action to help raise visibility of organization and brand awareness among wider demographic
- Collaborated within team to brainstorm ideas for event promotions and develop communication materials and promotional materials

Education & Training

Bachelors of Commerce (Honours Business Administration)

June 2005

*ODETTE SCHOOL OF BUSINESS, UNIVERSITY OF WINDSOR, Windsor, ON***Concentration:** Marketing**Additional training:** Graphic Design and Animation Principles, Flash Development
HTML & ASP, Usability Research Methodologies

Ongoing

Professional Development and Achievements

Student Leadership Conference

2004

Windsor Leads

2004

Business Writing Workshop, Academic Writing Center

2001

UNIVERSITY OF WINDSOR, Windsor, ON