

## GREG LASPINA

INTERACTIVE DESIGNER

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### EXPERIENCE

#### **CROSSBORDERS, NEW YORK CITY, NY** (JUNE 10 – PRESENT)

*Interactive Designer & Developer*

Responsible for the design, user-experience & development of websites for clientele across a wide variety of industries. Collaborated with art directors to concept and present creative strategies for identity systems, websites and social media campaigns. Lead discovery research, information architecture and visual design to effectively strengthen client's creative vision.

#### **WEB SIGNIA, NORTH PLAINFIELD, NJ** (MAY 10 – JUNE 10)

*Web Designer & Developer*

Responsible for the design, front-end development and maintenance of small-business websites. Efficiently managed design production from concept through completion.

#### **WELCH ALLYN, SKANEATELES, NY** (MAY 09 – OCT 09)

*Web Designer & Developer*

Designed and developed interactive modules for the Welch Allyn website as well as administrated the back-end content management system.

#### **MERCEDES-BENZ DIGITAL MEDIA, MONTVALE, NJ** (MAY 07 – DEC 08)

*Web & Print Designer*

Responsible for the design, creation, and production of numerous interactive web applications, brochures, print catalogs, vector illustrations and online presentations. Lead multiple design-oriented projects including the Digital Media Department website, Mercedes-Benz Careers website and Mercedes-Benz Park Assist Project.

### EDUCATION

#### **SYRACUSE UNIVERSITY, SYRACUSE, NY**

S.I. Newhouse School of Public Communications

Bachelor of Science, Graphic Design

*Class of 2010*

### SKILLS

#### **SOFTWARE**

Adobe Photoshop, Illustrator, InDesign, Flash,  
Espresso, Coda, MAMP, Microsoft Office

#### **WEB**

HTML5, CSS3, jQuery, Responsive Design, ExpressionEngine, IA / UX,  
Web Standards. Working knowledge of PHP, MySQL, JavaScript, Wordpress

### AWARDS

Multimedia Photography Award for Graphic Design

*S.I. Newhouse School of Public Communications*

Edmund Arnold Scholarship

*Society for News Design Foundation (SND)*

Best Interactive Graphic, "History of the Economy"

*Innovation in College Media*