TRANCE KELLEY

- VISUAL USER INTERACTION DESIGNER
- USER EXPERIENCE PROTOTYPER
- FRONT-END DEVELOPER

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EXPERIENCE

REARDEN COMMERCE - FOSTER CITY, CA
VISUAL UI DESIGNER & PROTOTYPER
2-2011 - PRESENT

Work on a team of senior level user experience experts of various disciplines to accomplish the best user experience for the company's various products. Responsible for visual design of the company product and creating HTML prototypes for user testing. These prototypes are often used as a starting point for product development. They are also used to A/B test design options with selected users to determine the best approach for the design. Trusted with working directly with the strategic partners. Work on app features from concept to Dev/Eng hand off than verify the visuals are correctly displaying in various browsers.

JELLI - SAN MATEO, CA
SENIOR GRAPHIC DESIGNER
1-2010 - 2-2011

Work with product managers to create designs from conception to completion. Explore and present various UI flow options. Work directly with engineering team to create pixel perfect CSS sprites. Manage design asset library. Create individual style guides for each genre site. Create and maintain corporate website by manipulating Wordpress using HTML, PHP, CSS, and Javascript. Create working prototypes for design review cycles. Work closely with Creative Director to keep brand consistency across both product and marketing. Create and mange affiliate skin assets. Create iPhone designs and final graphics while following retina display guidelines.

REARDEN COMMERCE - FOSTER CITY, CA
SENIOR WEB AND MEDIA DEVELOPER
5-2006 - 1-2010

Maintain website content, including daily publishing of image updates, product info and other site changes using technologies such as CSS, PHP, MySQL, HTML, Flash Animation and Actionscript, Javascript, and After Effects, audio and video streaming. Cross-browser test all web content to ensure consistency in functionality and presentation. Integrate web based forms with SlalesForce. Create email materials, support nationwide sales team with various needs. Maintain brand standards. Capture, edit, encode and publish product demos. Work closely with various staff members to support a team based environment.

EDUCATION

MASTERS INSTITUTE - SAN JOSE, CA
MAJOR: MULTIMEDIA COMMUNICATIONS AND WEB DESIGN
3-1997

Areas of study include: Art and Design, 3D Animation, Video Production, Graphic Production, Web Design and Development.

ADDITIONAL INFO

REFERENCES AND JOB HISTORY INFORMATION IS AVAILABLE UPON REQUEST.

SKILLS

	SO SO	PRETTY GOOD	CAN'T TOUCH THIS
PHOTOSHOP - ILLUSTRATOR - INDESIGN			
FLASH ANIMATION			
ACTIONSCRIPT 3			
HTML 5			
CSS 3			
JAVASCRIPT			
PHP			
MOBILE DESIGN & PHILOSOPHY			
B2B & B2C DESIGN			
APPLICATION VISUAL AND INTERACTION DESIGN			