



William Kubie

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Experience

2001 – Current

Web Art Director, University of Colorado at Boulder, Office of Web Communications, within Department of University Communications

- Designed and currently manage the look and feel of the CU-Boulder homepage and associated sites including the prospective student center, news center, audience pages, and visit features.
- Direct and manage all web design and production of college and school, departmental, and unit websites developed by Web Communications consisting of over 100 web projects each year.
- Organized, sponsored, and conducted training sessions several times a year in web development, CU-Boulder Web Identity Standards, and methods of accessible web development for university web developers, staff, faculty, and students at CU-Boulder.
- Independently learned XSLT and XML within 3 months to design user interfaces and transactional channels for a team campus portal project now serving over 35,000 students, faculty, and staff within 3 years from introduction.
- Designed and directed development of portal for prospective students that within its first year attracted usage by over 98% of prospective students with confirmed enrollment.
- Supervise web development staff including overseeing all aspects of performance management, departmental design and production procedures, and employee training plans.
- Recipient of 6 website design awards including nationally recognized CASE gold and grand gold awards and CASE VI district awards.

1999 – 2001

Senior Web Designer, University of Colorado at Boulder, Office of Web Communications

- Demonstrated design abilities that attracted the business of several college and school website redesigns at a time when the department had just been formed and needed to establish credibility and customer relationships.
- Within first and second year of employment, business increased by over 200% resulting in the ability to hire two additional full-time staff.

1999 – Current

Owner of freelance design business, QB Design – Web Design & Marketing

- Provide personalized services as a sole proprietor including: web design, logo development, web development, marketing consultation, advertising plans, copy writing, high level search engine placement, and training in website maintenance to several small to medium sized companies.

1997 – 1999

Webmaster, Housing and Food Services, Colorado State University in Fort Collins

(nearly full-time while in school concurrent with Marketing Assistant position below)

- Designed, updated, and managed new pages for the Housing and Food Services Website.
- Implemented new professional web page look and location resulting in a 300% increase in visitations.
- Recommended and led the in-house production of several key departmental publications for a net savings of over \$8000 per year for the company.

1998 – 1999

Marketing Assistant, College of Business, Colorado State University *(part-time while in school)*

- Assistant to Professor Dr. Joe Cannon, Marketing Department.
- Developed web audio-streaming presentations to promote the College of Business.
- Researched consumer loyalty while providing course management for a web-based distance education program.

1997 – 1998

Graphic Designer, Housing and Food Services, Apartment Life, Colorado State University

(part-time while in school)

- Design and in-house production of posters, T-shirts, web pages, and award winning publications.
- Implemented a web presence to compliment printed materials for a coordinated \$3000 promotional campaign.

Technical Proficiencies

- Expert mastery of Adobe Photoshop, Illustrator, Acrobat, InDesign; QuarkXPress, Macromedia Flash, Fireworks, Dreamweaver, Contribute, Freehand; BBEdit (coding websites by hand); Use of Apple Final Cut Pro, LiveType.
- Operating Systems: Mac, Windows, Tomcat, Apache, and Linux/UNIX.
- XHTML, DHTML, HTML, CSS, XSLT, XML, CSS, RSS, web accessibility standards, JavaScript.

Education

1997 - 1999

Master of Business Administration, Marketing Concentration

Colorado State University, Fort Collins, Colorado

- Cross-functional program with strong emphasis in information technology, global issues, and teamwork.

1993 – 1997

Bachelor of Fine Arts, Graphic Design Concentration

Colorado State University, Fort Collins, Colorado

- Cum laude and Golden Key Honor Society.

Personal

- Interests include spending time with my family, religious studies, education/teaching, sports, bicycling, reading, drawing, painting, hiking, spending time in nature, and home improvement.