

Tom DeForest

822 E 50 S
Provo, Utah 84606
T (801) 709-0763
tomdeforest@gmail.com
<http://smallandsimplethings.org/>

Professional Experience

Web Designer, BYU Harold B. Lee Library; Provo, Utah — Sep 2005-Present

In my current position my responsibilities include the following:

- Design intuitive and innovative interfaces for library sites.
- Plan and conduct user research in course of improving user experience. Organize and conduct focus groups.
- Manage two full time employees and 1 student. Work to improve their skills, provide effective framework for them to work autonomously, and ensure the ongoing quality of their output.
- Work as team player and assist project manager to deliver timely, effective web solutions.
- Advise the Assistant University Librarian on web standards and best practices of web development and design. Consult with library heads to establish development plans according to need.
- Submit written proposals for projects to accomplish the strategic goals of the library.
- Keep abreast of latest web technologies and trends. Identify and attend conferences to expand my knowledge and skill set. Keep current with 80+ technology/design professional online publications weekly. Take advantage of new technologies for the library.
- Participate as member of the BYU Web Advisory Board. Work to establish policies, standards, services, and resources for BYU web development community.
- Establish standards for site design/implementation within the library. Ensure usability and accessibility of all online resources in compliance with government regulations. Constantly campaign for better user experience for target user audience as well as university community in general. Keep consistent look and feel across tools and sites.

Senior Designer, Pro Look Sports; Provo, Utah — Mar 2002-Aug 2005

Helped Pro Look Sports become an Inc. 500 company through the following:

- Conceptualize and design new artwork for execution in display signage, brochures, postcards, catalogs and other collateral material.
- Design and build various dynamic internet sites to communicate with customers (potential and current) and sales representatives. Collaborate with programmer to build dynamic, database driven websites.
- Photograph or arrange photography of products for use on web and sales catalogs. Edit photos as necessary to ensure quality reproduction.
- Maintain consistent type and color schemes across all platforms and processes.
- Ensure quality print production by reviewing proofs and attending press checks.
- Design and prepare artwork for silkscreen applications.
- Design effective ads for magazines, postcards, newsletters, and trade-show exhibits.

Graphic Designer, BRTRC-Technology Marketing Group; Fairfax, Virginia — Oct 2000-Nov 2001

Increased agency sales by 161% over a 12 month period through the following:

- Design appealing graphics for tradeshow, brochures, flyers, signage, and web sites.
- Oversee production of graphics by vendors through press checks and vendor visits.
- Develop new logo for The National Automotive Center to improve national recognition.
- Completely redesigned client website interface to increase appeal and usability.
- Participate in development of archival system to address cost, time and storage constraints related to generated artwork.

Education

Brigham Young University

BA in Design

2000

3.56 GPA

Ricks College

Associates with Art emphasis

1997

3.6 GPA

Skills

- Project Management
- Mentoring
- Writing proposals
- Team work
- Web Design
- XHTML
- CSS
- JavaScript
- PHP
- MySQL
- Photoshop
- Illustrator