

Dave Mockaitis

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PROFILE

Designer with global experience in graphic design, web analytics and digital prepress. Proficient in executing print and digital communications campaigns with analytics, design and public relations.

CAREER PROGRESSION

Staff Programs Creative Coordinator/Designer (2012 – Present) Omega Institute – Rhinebeck, NY **[Design Samples]**

- Created, designed, and implemented internal communications campaign in alignment with organization's evolving brand strategy
- Significant projects include signage, bulletin boards, print collateral, online calendar and digital content

Digital Communications Specialist (2010 – 2011) Avery Dennison – Leiden, Netherlands **[Design Samples]**

- Executed redesign of 1100-page international corporate site in eight languages with hand-coded HTML and CSS after mocking up site for usability in Adobe InDesign and Illustrator and wireframing content with Dreamweaver
- Created web banners and animations with Adobe Flash and Photoshop after storyboarding in InDesign and Photoshop
- Designed print and web collateral for global distribution with Adobe InDesign, Photoshop and Illustrator
- Created custom Google Analytics configurations through advanced filtering and profiling for two global, multilingual digital properties
- Created, sent and monitored e-mail campaigns in addition to developing a custom system for integrating e-mail metrics into Google Analytics dashboards

Communications and Research Manager (2007 – 2010) Council for Economic Outreach/Gainesville Area Chamber of Commerce – Gainesville, FL [Design Samples]

- Designed and deployed print and web communications to recruit more than 250 jobs to the community in a down economy using WordPress and the Adobe Creative Suite (InDesign, Photoshop, Illustrator, Flash, Dreamweaver)
- Managed extensive web site redesign and content creation that successfully branded four associated agencies with one site through usability and interface design
- Managed and implemented a mobile membership directory with input from committees, stakeholders and membership, mockups created in Adobe Photoshop
- Trained communications team on Adobe design applications (InDesign, Illustrator, Photoshop), PDF workflow and best practices for the web
- Tracked and analyzed E-mail marketing campaigns, web site performance and engagement of multiple audiences with Google Analytics and other strategies

Digital Prepress Operator (2006 – 2007) Beechler's Printing Inc. – Gainesville, FL

- Preflighted and coordinated designs and documents for publication with Quark, Adobe, Microsoft and Corel applications
- Utilized and troubleshoot AGFA direct-to-plate server and output technology
- Designed and typeset publications for a variety of clients

Intern (2005-2006) St. Elizabeth Shelter/Healthcare for the Homeless - Santa Fe, NM

- Performed intake and case management for homeless clients in addition to cooking, cleaning and general shelter upkeep
- Digitized health records for homeless population with Medical Manager software

Flash Designer (2003 – 2004) Time-O-Matic – Danville, IL

- Designed a vocabulary of more than 300 Adobe Flash animations (storyboarded in InDesign and Photoshop) for sign administrators to create an infinite combination of custom displays
- Consulted on the design and layout of customer software application with Photoshop storyboards

Senior Production Operator (2000 – 2003) Kinko's – Champaign, IL

- Coordinated digital and analog output
- Implemented Adobe PDF workflow to efficiently multitask multiple projects
- Utilized advanced file preparation techniques to efficiently streamline production

AWARDS & PROFESSIONAL DEVELOPMENT

Crisp Execution Award – Avery Dennison Leadership Team, July 2011

This award is given quarterly to a team that demonstrates remarkable performance. This particular recognition commemorates the execution of a complete redesign of an 1100-page international corporate site in eight languages with hand-coded HTML and CSS.

Golden Image Award awarded by the Florida Public Relations Association for planning & developing "Netroots Rising: Grassroots Communications in a Digital Age," August 2009

Director of Electronic Media (2009-2010) Florida Public Relations Association, Gainesville Chapter [Design Samples]

- Coordinated E-mail and social media campaigns that attracted and retained membership while contributing to the organization being awarded **2010 Chapter of the Year**
- Designed collateral materials for Golden Image Award-winning professional development seminar on grassroots communications in the digital age in addition to helping with planning and coordination
- Served as webmaster for Chapter site

Member (2007-2010) Advertising Federation of Gainesville

FREELANCE & PRO BONO PROJECTS

Pro Bono Web Analysis (2011) Pendle Hill – Wallingford, Pennsylvania

Developed custom Google Analytics configuration with e-mail statistics & web reporting

Freelance Print and Web Design (2010-2011) Time Out Amsterdam – Amsterdam, Netherlands

Designed web sites, developed web content and streamlined print design with advanced GREP styles

Freelance Web Design (2010) GNO515 Media – Makawao, HI

WordPress design and development

CONTINUING EDUCATION

WordCamp Philly, 2011

Google Analytics Individual Qualification – License 00424189, October 2010

EDUCATION

University of Illinois at Urbana-Champaign

- Bachelor of Arts in Liberal Arts & Sciences, Cultural Anthropology, 2002
- Supporting Coursework in Art History and Visual Cultural Studies
- Minor in Information Technology Studies