

EXPERIENCE

- 6/2018 – Present **Library Web & Technology Services Manager,**
State University of New York Upstate Medical University: Syracuse N.Y.
 Design, develop and manage Library web & online platforms and technology. Train and support Library staff on web content and online accessibility requirements. Budget for Library technology needs and develop implementation plans to roll out new services and updates. Supervise staff in troubleshooting student and staff technical issues.
- 6/2016 – 6/2018 **User Experience Designer,**
State University of New York Upstate Medical University: Syracuse N.Y.
 Direct website & interactive design and development initiatives for Health Sciences Library. Manage and train staff members contributing content to web projects and other technical aspects. Tasks include user testing, designing and coding main Library website and analysis of site usage data.
- 10/2012– 6/2016 **Web Specialist II,**
Syracuse University: Syracuse N.Y.
 Lead web & content strategy, design, development and maintenance of web sites for University College programs and initiatives. Management and implementation of CRM system, utilizing web based forms and targeted e-mail marketing messages. Analysis of Google Analytics data and campaign management.
- 7/2006 – Present **President and Creative Director,**
D.Kerr Creative: Liverpool N.Y.
 Freelance work consists of strategic planning, designing and development of web sites, interactive kiosk displays, identity systems and promotional materials for numerous clients.
- 8/2008– 8/2012 **Visiting Assistant Professor,**
State University of New York at Oswego: Oswego N.Y.
 Developed and implemented curriculum within institutional guidelines for courses on pre-press, web design, motion graphics, multimedia and senior portfolio preparation, instructing both graduate and undergraduate students. Prepared materials for demonstrations, lectures, handouts and graded student assignments.

PROGRAM KNOWLEDGE

Adobe Illustrator	Adobe Flash	WordPress
Adobe InDesign	Adobe Acrobat	HTML/CSS
Adobe Photoshop	Adobe After Effects	jQuery
Adobe Dreamweaver	Apple Final Cut	PHP

EDUCATION

- 9/2004 – 9/2007 **Masters of Fine Arts: Computer Graphics Design, Rochester Institute of Technology, Rochester N.Y.**
 Concentration in Instructional Multimedia and Information Design
- 6/2002 – 5/2004 **Masters of Arts: Graphic Design, State University of New York at Oswego, Oswego N.Y.**
 Concentration in Web Design and Experimental Multimedia
- 8/1998 – 5/2002 **Bachelor of Fine Arts: Graphic Design, State University of New York at Oswego, Oswego N.Y.**
 Concentration in Print Media with emphasis on color relationship

AWARDS

- Robert Sullins Scholarship Award, SUNY Oswego, 2004**
- Presidential Purchase Award, 39th Annual Juried Show, SUNY Oswego, 2002**
- Eagle Scout Award, Boy Scouts Of America, 1998**

PROFESSIONAL MEMBERSHIPS

- American Institute of Graphic Arts, 2008-Present**
- Association for Computing Machinery, SIGGRAPH Chapter, 2009-2011**

PORTFOLIO

Online portfolio available at <https://www.dkerrcreative.com/>