

## Andrew Kurz

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### SUMMARY:

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Experienced web designer and front-end developer who:

- art directs look and feel of websites for Fortune 1000 clients and cut up design into HTML & CSS in accordance with W3C
- works with team of designers and back-end programmers as well as solo projects
- designs work seen by millions on a monthly basis
- finds simple solutions to complex problems
- expert in HTML, DHTML, ActionScripting, CSS, XML, JavaScript
- client list includes Dollar Thrifty Automotive Group, Melitta, JMC Communities, Sunstar Butler, Davidoff Madison, FullLiquor.com and Outback Steakhouse

### SKILLS/TOOLS:

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#### Languages:

- *Expert Understanding:* HTML, DHTML, ActionScripting, CSS, XML, JavaScript
- *Familiar Understanding:* PHP, ASP, JSP, ASP.NET, C#

**Software:** Dreamweaver, Photoshop, Illustrator, ImageReady, InDesign, Fireworks, Flash, SourceSafe, Browsers, FTP, Windows XP, OSX, MSOffice, Visual Studio 2008

**Hardware:** PC & Mac

### EXPERIENCE:

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#### Nelnet / CUnet

08/09 – Present

#### Interactive Creative Director

- Designed the look and feel and built the HTML and CSS for MBAschools.com and am responsible for maintenance and upkeep of other internal website properties such as CollegeandUniversity.net.
- Responsibilities include hiring web designers and managing design workload, creative proposals, creative briefs, insertion orders, pitching to clients, and managing timelines of creative projects.

#### Kelby Media Group

12/08 – 08/09

#### Web Designer/Developer

- Designed the look and feel and built the HTML & CSS of DtownTV.com, PhotoshopUserTV.com, and other sites that affiliated with Kelby Media Group.
- Responsibilities include accountability for seeing projects from start to finish, including updating websites, fixing errors, and designing landing pages for special contests.

- Built, designed and managed email campaigns sent out to hundreds of thousands of people resulting in millions of dollars in revenue.

**American Liquor Alliance**  
**Web Designer/Developer**

**07/08 – 11/08**

- Designed look and feel of FullLiquor.com, worked with CEO & COO to fine tune the design. The project was designed in Photoshop and the redesign of the existing framework was implemented in C# with Monorail Framework.
- Responsibilities include planning timelines, debugging, and troubleshooting HTML CSS & JavaScript for cross browser compatibility. Resulted in a very fast load time.
- Pushed for the development of an online marketing strategy including testing of paid search and email campaigns.

**FKQ Marketing**  
**Interactive Art Director**

**10/05 – 07/08**

- Designed look and feel of 2007 - 2008 redesign of Dollar.com and Thrifty.com in Photoshop. Worked closely with Dollar and Thrifty clients to make necessary adjustments for focus groups. Dollar Thrifty Automotive Group (DTAG) in-house engineers implemented the design.
- Designed and developed email campaign for Mellitta using Photoshop and Dreamweaver utilizing HTML and embedded CSS file as deliverable.
- Designed the look and feel for 2007 - 2008 Dollar and Thrifty email campaign using Photoshop and Dreamweaver utilizing HTML and embedded CSS file as deliverable. This initiative proved very lucrative for DTAG and as a result DTAG has moved up the emails from monthly specials to bi-weekly specials.
- Designed the look and feel for 2006 - 2007 Dollar and Thrifty banner campaign utilizing Photoshop, Illustrator and Flash.
- Developed the 2008 redesign of AllCases.com utilizing CSS and HTML for this ASP.net storefront.
- Worked in a team to develop the 2008 kiosk initiative for Dollar and Thrifty rental counters, to provide a fast and easy method of servicing rental car customers. Photoshop was used to storyboard the necessary aspects of the kiosk and provide the proper look and feel.
- Designed the banner campaign for both Davidoff Madison Cigar Company and Outback Pro Am golf tournament.

**NFocus (Full-time)**  
**Graphic Designer / Web Designer / Motion Graphics**

**05/05 – 09/05**

- Hired full-time after several years of successful freelance projects with employer.
- Created motion graphics, web, print, interactive documents and branding of NFocus.
  - Brainstormed with Video Editor and Art Director for graphic concepts.
  - Implemented concepts which were predetermined by Art Director.
  - Adjusted and experimented with concepts which were not fully formed.
  - Produced design with a quick turnaround.
- Designed motion graphic products for the United Way of Central Florida, The Salvation Army, and LakelandGov.net

- Designed interactive documents for Summit Consulting, Inc, and The Body Shop.

**NFocus (Freelance) 05/04 – 05/05**  
**Graphic Designer / Web Designer / Motion Graphics**

- Freelance designer on projects NFocus and their clients such as, Publix Supermarkets Inc., Badcock & More Home Furnishing, and Spike TV.
- Designed poster for short film, Blackwater Elegy
- Designed DVD cover for Badcock & More Home Furniture and custom Powerpoint.
- Designed the title logo for a pilot episode of "Spike the Strip: Featuring Funkmaster Flex" on Spike TV

**EDUCATION:**

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**Florida Southern College Class of 2005**  
• B.A. in Graphic Design

**AWARDS & RECOGNITION:**

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**Silver Addy Award 2007**  
• Interactive marketing campaign featuring Davidoff Madison

**HOW Magazine 2007**  
• Website of the Month: [www.onepixelarmy.com](http://www.onepixelarmy.com)