

M. Bermon Painter

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Front End Web Developer • Web Designer • Usability and Accessibility Specialist • SEO • Web Analytics

“Bermon is a competent graphic designer, but he has a variety of significant technical web development skills to boot. He’s had a very well-rounded education, and is a valuable addition to any team. Bermon’s demeanor is professional and courteous, and he holds himself to a high standard of ethics. It was a pleasure to work with him, and he will be missed..”

John Lepinski

Technical Marketing Manager
SAS Creative Marketing

“We needed a great deal of attention as we launched our global business model. Bermon provided valuable consulting around the messaging platform for each of our markets to position GIC for business in the U.S. and abroad.”

Allen Kilgore

President
Global Innovative Concepts

“We challenged Bermon with reaching two distinct audiences to grow our new clinic. Pediatricians needed an introduction to our services to provided Greystone ADHD Clinic with a referral base, and the public (both adults and children) needed to become aware of our new office location. Bermon accomplished this task with a creative and flexible campaign that included brochures, flyers, web presence and magazine advertising. I would recommend him to anyone starting a business or growing a business”

Dr. Alaa Elrafai

Greystone ADHD Clinic

Professional Profile

- In-demand web designer with proven ability to transform client concepts into visual reality.
- Combine creative, artistic talent with project and task-oriented mind set to deliver market-oriented designs and customer satisfaction.
- Savvy front end web developer and polished persuasive communicator with expert experience in current web standards and trends.

Skills

Web Development: Expert in hand coding standards compliant, accessible and SEO friendly HTML, XHTML, and CSS. Works with various content management systems including Typo, Drupal, Joomla, Movable Type, and the Velocity templating language. Loves working with Ruby on Rails. Experience with the version control systems CVS, SVN, GIT and Mercurial. Javascript library of choice: jQuery.

Design: Experienced in Photoshop, InDesign, Illustrator, Flash, Premier, Quark Xpress and Painter. Hefty design background with 9 years working in the print industry and 5 years designing for the web.

Misc: Comfortable working with various web analytics tracking applications including Omniture and Google Analytics. Proficient in search engine optimization. Experienced in planning and holding usability studies. Fluent in English and Spanish.

Work History

Senior Web Designer

American City Business Journals - Charlotte, NC

Jan. 2008 - Present

Brought in as lead front-end developer and designer to redesign the online property SceneDaily.com, a leading source for NASCAR news.

- Design and maintain all markup.
- Collaborate with sponsors such as Home Depot, Gillette, Sunoco and various motor speedways to implement print, web and e-mail campaigns.
- Maintain and test web analytics for Omniture and Google Analytics for all web site goals, SEM and e-mail campaigns.
- Implement strategies based on analytics data and usability studies to improve site traffic, click-thru rates and web site usability.
- Work with web developers to plan and design new site features such as e-commerce solutions, online communities, blogs, online fantasy games and backend administration applications for internal use.
- Oversee and mentor junior web designers and front-end developers.
- Produce, edit and render on site shoots for video content posted to the web.

"We at Digital Engineering Solutions would like to take a moment and thank Bermon for his continued commitment to excellence in graphic design. DES has partnered with Bermon on numerous occasions in the past and he has always delivered a quality product that exceeded our expectations. It is refreshing to find a partner like Bermon who possesses not only leading edge technology but an unparalleled insight into the needs and wishes of the customer. We look forward to working with Bermon again in the near future."

Lee Todd

CTO, Software Engineer
Digital Engineering Solutions

"Bermon was extremely helpful in defining the market message to position Clarion's unique set of consulting services across the broad healthcare continuum. I would highly recommend his services for the healthcare vertical."

Sheryl Riley RN, OCN
Chief Operating Officer
Clarion Associates

Work History

Senior Designer - Analytics Specialist

Zinch.com - Provo, UT

Oct. 2007 - Jan. 2008

Hired at a new startup to improve markup and design, perform usability studies and manage web analytics through Google Analytics.

- Analyzed site traffic, implemented goal tracking and provided weekly and monthly analytics reports in order to
- Worked through the forward facing website and the social network application to optimize markup, create a base set of styles and apply analytics data to improve clickthru and site usability.
- Created and tracked e-mail campaigns for site improvements and new feature launches.

Web Designer

VitalSmarts - Provo, UT

Mar. 2007 - Oct. 2007

Managed and maintained all corporate web sites, while working to meet the needs of various stake holders in the company for new product launches and new web initiatives. Implemented new SEO and web analytics strategies to increase lead generation for the award-winning VitalSmarts sales department.

Web and Print Designer

CareerStep - Springville, UT

Mar. 2006 - Mar. 2007

One of three member marketing team in a fast-paced environment. Responsible for providing the very best in print and web design. Worked closely with the other members of the marketing team to create high impact marketing campaigns.

Freelance Graphic/Web Designer

Zerin Design

Jan. 2004 - Present

Retained by diverse industry clients to create original art of banners, logos, brochures, business cards, web sites and web applications, incorporated into interactive and highly visual multimedia products. Worked closely with senior executives to conceptualize, design and launch advertising campaigns to further company goals.

Graphic Designer

ABC Printing - Boaz, AL

May 1998 - Dec. 2001

One of three member development / design team as well as maintain the company network. Performed highly visual advertising campaign development for local businesses. Ad campaigns, billboards and menus. Responsible for overseeing a Windows NT/MacOS network and maintaining all software and hardware for the company.

Education

SNEAD STATE COMMUNITY COLLEGE - Boaz, AL
Computer Science

BRIGHAM YOUNG UNIVERSITY - Provo, Utah
Major: Marketing **Minor:** Computer Science

Portfolio

A portfolio can be viewed at www.BermonPainter.com