

ronaldlyp

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Owner: RonLyp Design

(2003 - Present)

Clients include but not limited to: [PayScale.com](#) | [WSBA.org](#) | [HealthCommunities.com](#) | [Microsoft.com](#)

Work in conjunction with a diverse set of clients to meet their company's creative needs:

- Web Design and Development, UI/UX Design, Information Architecture, SEO optimization
- Print Collateral, Direct Mail, Invitations, Posters and Presentations

Senior Designer

[HealthTalk.com](#) | Seattle, WA (2006 - 2009)

- Managed two site-wide redesigns, focusing on UI/UX strategy, SEO optimization, design, and monetization
- Day-to-day work included the creation of sitemaps, clickable wireframes, hi-fidelity comps, user testing and redlines for development

Designer

[Callison Architecture](#) | Seattle, WA (2005 - 2006)

- Supported the Marketing Department by managing and designing all in-house collateral ranging from: Brochures, mailers, proposals, posters, invitations, presentations and special events promotional material.
- Executed all projects from initial concept to pre-press and production

Designer

[Natrell Communications](#) | Parsippany, NJ (2002 - 2004)

- Concepted and designed brand identity, message and layout of company and product campaign materials, such as product sales aids, print advertisements, company brochures and trade show materials
- Responsible for programming and designing all multimedia presentations

Account Manager

[PACE Inc.](#) | Parsippany, NJ (2000 - 2002)

- Served as primary liaison between the Creative Department and Clients to develop and launch nation-wide sales campaigns for various pharmaceutical drugs including Vagifem[®], Xalatan[®] and the relaunch of Activella[®]

Achievements

- Successfully planned and completed a 2,100 mile hike from GAME along the Appalachian Trail and a 2,650 mile hike from Mexico-Canada along the Pacific Crest Trail
- Volunteered in Nicaragua to teach environmental awareness and assist in reforestation projects

Software skills

Possess strong troubleshooting skills, familiar with cross-browser and cross-platform issues, and proficient with MAC and PC operating systems

- Adobe Creative Suite - Photoshop, Illustrator, InDesign, Acrobat
- XHTML/CSS, Axure, Visio, Dreamweaver

For online samples of my work please visit [www.ronlyp.com](#)