

I'M TONYA ARTHUR AND THIS IS MY RESUMÉ

tonyaarthur.com
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education California State University, Chico. Bachelor of Arts, Communication Design; Internet Communications with a concentration in web/graphic design. Graduated December 2005.

computer skills Dreamweaver, Flash, Photoshop, Illustrator, InDesign and Acrobat
Macromedia Authorized Flash Training: Certified in Actionscript and Rich Content Creation.

work experience **April 08 – current, Bare Escentuals Cosmetics, Web Designer**

I currently work for the creative department doing all design work related to their websites which include four brands, BareEscentuals.com, bareMinerals.com, buxom.com and mdformulations.com.

Specific Duties:

- Design maintenance for all Bare Escentuals websites, youtube, twitter and facebook
- Creation of new pages, templates, and micro-sites
- Collectively work with the online marketing team to promote new products, overall sales, specific product categories, and products that are soft in sales
- Art direction of all online photography
- Manage routing/approvals of all web projects

Personal Contributions:

- Worked closely with agency on website redesign, asset creation and production
- Design of lovmatte.com to promote sales of new Matte Foundation product
- Redesign of shade finder tool to increase sales of overall foundation category
- Design of new eyecolor matching tool to increase sales of eye category

April 06 – March 08, Arbonne International, Web Production Artist

As a Web Production Artist at Arbonne International—a skin care and cosmetics direct sales company—I assisted the marketing web department.

Specific Duties:

- HTML production on a large-scale, enterprise site (Arbonne.com) on layout and coding of interior web pages for six versions in three languages
- HTML web production on GoFigure8.com, ArbonneUniversity.com and fyiArbonne.com
- Production of online training modules using PowerPoint and Flash
- Created web-only PDFs and assisting with photo, video and interactive projects
- Design and Flash production for fyiArbonne.com
- Training of other employees on ArbonneUniversity.com module production
- Internal business communication regarding production, revisions, and deadlines of projects lead by marketing communications, events and business development teams

Personal Contributions:

- Xinet Assets Management System skin design, production and implementation
- Re-design of Flash modules for ArbonneUniversity.com
- Design/production for the monthly eNewsletter and online party invitation
- Design/production of monthly homepage banner rotation

June 05 - December 05, The Learning Change, Web Design/Production Intern

I began working at The Learning Change, a graphic/web design and business development company, in May of 2005 as a web design/development intern.

references available upon request