

# mark hurlburt

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## skills summary

Self-motivated, technologically savvy problem solver with creativity informed by practical knowledge of tools and techniques. Expertise in creating beautiful, functional, standards-compliant interactive design with a focus on usability and accessibility. Skilled in hand-coding markup, css and javascript for lean, elegant pages. Experienced in server-side programming, database design, and project management for web applications.

Diverse portfolio encompassing large and small-scale projects working alone and as part of a team. Demonstrated ability to manage time, money, and staff in mission-critical projects from inception to completion. Exceptional computer skills drawn from practical experience combined with a faculty for quickly learning new software and programming languages. Experience creating and presenting technical plans and design proposals to peers and clients. Strong written communication skills including technical writing and editing.

## work history

2002 - Present

### **Web\New Media Manager**

*Scholarship America*  
Minneapolis, MN

Planned and executed graphics and programming for two major site redesigns coordinating with seven separate groups of content providers resulting in a doubling of traffic. Created a web application and database back end to facilitate a nationwide series of 5K walks for charity including registration, electronic pledging, reporting, and volunteer coordination. Created a site to focus attention on a national initiative that contributed to a participation rate increase of 400 percent. Lead a project to design and implement a customizable web-based system for administering tuition reimbursement programs to Fortune 500 companies. Contributed a new logo, tagline, and identity collateral as part of a corporate identity change. Created and presented to the Board of Trustees a 3 year strategic plan providing a roadmap for development of technology within the organization. Controlled a departmental budget of \$500,000 for two years and completed both significantly under budget. Shot, edited and produced video projects for use in fundraising and marketing.

2001-2002

### **Graphic Designer**

*The Heritage  
Foundation*  
Washington, DC

Served the graphic design needs for the publishing arm of a prolific public policy think tank. Worked with executive vice president level decision-makers on design projects from concept pitch through handoff to printer vendors. Projects included document templates, flyers, brochures, direct mail pieces, promotional materials, invitation packages, newsletters, and over a dozen book covers. Proposed, designed, and implemented a new workflow and template system for policy paper production increasing efficiency by integrating research, editing, layout, publishing, and e-publishing processes.

2000-2001

### **Software Specialist**

*VetConnect Systems*  
Eau Claire, WI

Defined and documented procedures for installing and maintaining specialized software. Created flash-based troubleshooting web applications for tech support staff and end users. Helped identify and repair over 30 previously unknown programming bugs.

## advanced software skills

Acrobat\Distiller	Dreamweaver	InDesign	Photoshop\ImageReady
ActionScript	Flash	HTML\XHTML (HyperText Markup Language)	PHP (PHP HyperText Preprocessor)
AfterEffects	Framemaker	JavaScript	Premiere
ASP (Active Server Pages)	Homesite	Microsoft Office Suite	Quark Xpress
CSS (Cascading Style Sheets)	Illustrator		SQL (Structured Query Language)

## education

Macalester College  
Saint Paul, MN  
May 2000

Bachelor of Arts, Cum Laude, Majors in Studio Art and Biology.  
Additional studies at MCAD and University of Queensland in Brisbane, Australia.

<http://markhurlburt.com>