

## Christian Baptiste

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ACE #219  
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### PORTFOLIO

Portfolio: <http://www.visionarydesigners.com/>

ACE Bio: <http://www.adobe.com/communities/experts/members/219.html>

### WORK EXPERIENCE

#### SearchForce:

Feb 07 – Jan 09

Lead Interaction Designer/Front End Developer

**Responsibilities:** Designed and skinned each module of the SearchForce Flex application, created numerous daily mockups, performed and implemented usability/interaction tests, Flex CSS coding, designed and developed all of the web content, print content, and booth graphics.

**Accomplishments:** On the forefront of a very small team of developers we built the most sought out paid search optimization application in an extremely competitive industry, under seemingly unreachable deadlines. Highly recognized by my peers and by our customers for creating SearchForce's easy to use, feature rich and extremely effective bid optimization RIA (Rich Internet Application). My rapid pace design execution comprised of researching search engine API's and client information gathering to produce a multitude of daily prototypes that were used to decide product direction, development planning, negate potential development obstacles, test component ideas, study interaction, usability and feature effectiveness.

While in our development cycle I would simultaneously work on skinning the application (Flex CSS and programmatic styling, .swf icon creation, etc.), produce marketing material and start creating prototypes for the next release. Marketing content included but not limited to very successful booth banners, printed brochures, our entire web presence, and our marketing and tutorial base web videos.

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#### Sonic Solutions/Roxio:

Jan 05 – Feb 07

Lead Designer/Front End Developer

**Responsibilities:** Mockup and web design, XHTML, XML, DHTML, CSS, CSSP and JavaScript implementation.

**Accomplishments:** Revamped OEM sites like Dell, HP, Toshiba, etc. by creating an increased annual revenue from 25k to a 2 million, redesigned the Roxio.com home page increasing daily revenue by 7K per day, designed and built Roxio Labs, designed and built extremely successful Microsoft media player and Vista landing page, introduced new innovative expand content dhtml windows.

Designed and implemented a central assets directory, introduced better workflow processes, implemented organic SEO methods that increased page rank even through a complete site redesign, reverse engineered both the Digital River shopping cart and the movable type blogging software to maintain the Roxio brand look and feel. Localized the cart and pages into 11 languages.

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#### Siebel/ABE:

Jul 03 – Jan 05

Lead Designer/Front End Developer/Content Manager

**Responsibilities:** Mockup and web design, XHTML, XML, DHTML, CSS, CSSP and JavaScript implementation.

**Accomplishments:** Developed and maintained both local and global Siebel.com, CRM OnDemand and partner portal sites. Created custom landing SEO campaigns, built and maintained all of the Siebel event web pages and new product pages. Introduced new usability research, implemented a much cleaner more effective UI, made improvements to the home page and registration process, and created and implemented a new cleaner easier to use site navigation. The results of my work has showed considerable amount of increased traffic, longer view times, more page views and increased registration conversion rates. I also created better methods for site maintenance, cleaned up extraneous code, converted many table based pages to CSS, and trained other developers to work with CSS positioning.

**Web-eze.com:**

**Nov 02 – Jan 05**

Lead Designer/Developer/Content Manager – Contractor/Consultant

**Responsibilities/Accomplishments:** Doubled company profits, streamlined production, shifted to a more desirable client base, hired new staff to keep up with the growth of the company, created a new company site that allowed customers to easily provide pertinent information to more effectively bid the work, created a client control panel that allowed clients to see the progress of their project, out performed and exceeded client expectations on every job.

**Online Instructional Videos, Inc:**

**Jan 02 – Jan 05**

CEO/VP of Marketing

**Responsibilities:** Launched a start up company from the ground up with a solid business plan and strategies, obtained angel funding, worked with the latest web based video and audio technologies, created engaging instructor led instructional material.

**Business Strategies Include:** Market evaluation, global market conditions, market strategies, usability testing, financial projections, assembling a company hierarchy structure, process analysis, prioritized "services offered" list, risk analysis, innovative zero to minimal risk production strategies.

**Zip|Send, Inc.**

**Oct 96 – Dec 01**

Interaction Designer/Web Designer/Producer

**Responsibilities /Accomplishments:** Built innovative plug and play online catalogs for companies like AOL's IM client, Blue Mountain Arts, American Greetings, E-Greetings, Matchmaker, Match, Community Connect, and many other popular online identities. Also responsible for one of the most successful email marketing technologies to date, our customers obtained over 45,000 new opt-in customers in less than a 48 hour time period. Some of our email marketing clients include SKYY Vodka, Sherries Berries, and Starbucks.

**SKILL SET**

- Innate usability sense
- Excellent problem solving
- Results driven business skills
- Work well under pressure
- Excellent communication skills
- Exceed expectations
- Organized
- Accountable
- Liaison
- Inspirational leader, team member

**SOFTWARE**

- Fireworks
- Dreamweaver
- Flex
- Flash
- Office suite
- Sonar/Cakewalk
- Camtasia/Snag-it
- Team Site
- Photoshop
- Illustrator

**LANGUAGE**

- HTML/XHTML/DHTML
- CSS/CSSP
- Flex CSS
- XML
- XSL, XSLT
- Basic Comprehension
- JavaScript/AJAX
- JSP
- ASP/Visual Basic/.Net
- PHP

**EDUCATION**

Skyline Junior College	ASP/Visual Basic – Ultradev/Dreamweaver MX
Los Medanos Junior College	Recording Engineering
Diablo Valley Junior College	Video production/Advance Music Theory

**SPOKEN LANGUAGE**

Spanish – verbal communications	Japanese – very basic comprehension
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