

# David R. Moulton

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Portfolio: [moultonstudio.com](http://moultonstudio.com)

## EXPERIENCE

**Senior Web Designer** | July 2007 - Present  
TechSmith Corp., Okemos, MI

- Translate corporate positioning and web marketing strategy into web design requirements
- Conceptualize and coordinate the execution of web branding projects and web design prototypes
- Assist the web, marketing and UX teams with linking product, company and online branding
- Contribute to the timely delivery of a quality web presence.

**Associate Director of Electronic Communications** | June 2005 - July 2007  
Office of Institutional Advancement, Valparaiso University, Valparaiso, IN

- Develop and directing web and email strategies focused on fundraising and alumni engagement
- Research trends, competitors, and new technologies and make recommendations based on them
- Produce web sites, presentations, videos, print pieces

**Assistant Coordinator of Web Communications** | September 2000 - June 2005  
University Relations, Valparaiso University, Valparaiso, IN

- Designed, redesigned and built websites and page templates
- Tracked competitors site's trends and technologies and informed supervisor of changes
- Managed student assistant's training, schedules and projects

**Adjunct Instructor** | January 2003 - May 2005  
Department of Communication, Valparaiso University, Valparaiso, IN

- Taught practical (software) and theoretical (page layout, color theory, etc.) skills
- Encouraged academic excellence and creative exploration
- Developed course assignments, projects, quizzes, tests, and class websites

**President and Creative Director** | October 2004 - Present  
Birch Lake Studios, South Bend, IN

- Responsible for client and brand development
- Develop and direct web and email strategies for internal and client projects
- Research, design and manage web sites and for a variety of clients

## EDUCATION

Valparaiso University, Valparaiso, IN — Bachelor of Arts in Communication (New Media), May 2002

## SKILLS

Adobe Creative Suite, Coda, CSS Edit, iWork & iLife, MS Office, QuarkXpress, Mac and PC operating systems

HTML, XHTML, CSS, limited PHP, Actionscript and Javascript