

# Ric Principato

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## Skills

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### General:

Internet, print, and email marketing design and development; multimedia, graphics, presentation; user interface development; Internet search engine optimization (SEO)

### Applications:

Adobe Creative Suite - Dreamweaver, Photoshop, Flash, ImageReady, Illustrator, Fireworks; CorelDraw!, 3D Studio, Microsoft Office - Word, PowerPoint, Access; FTP

### Languages / Scripting:

HTML, DHTML, JavaScript, CSS, AJAX, ASP, Action Script, VB, SQL

## Experience

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Kaffé Magnum Opus (KMO) (8/07 – 01/08)

### Internet and Print Media Designer / Developer

- Expand awareness of KMO products by developing email, web advertising, and traditional media marketing campaigns and promotional programs
- Enhance functionality and user experience of KmoCoffee.com, the company's ecommerce web site
- Enhance KMO customer care service
- Create new print and web-based marketing materials added value retailer program

DesignTree, Inc. (1/01 – Present)

### Designer / Developer / Project Manager

- Project management / design / development of online training for Fortune 100 companies including Fidelity Investments and Merrill Lynch
- Design / develop Internet applications – i.e.: Dispatch / Route Receipt Utility for largest document destruction company on East Coast
- Design, develop and maintain web sites: html, scripting, graphics, animations, applications
- Design graphics for presentations including Flash and PowerPoint

Consultant (12/95 – 12/00)

### Designer / Developer

- Designed / developed / managed creation of eLearning and content for Internet / intranet sites and applications for Fortune 500 companies including Citibank, Avaya Communication, Lucent Technologies, AT&T and Prodigy Internet.
- Designed, developed and programmed Web sites for many small to medium sized corporations.
- Created engaging, interactive kiosks for the National Science Center.

Eduneering, Inc.

### Manager – Computer-Based Training (6/93 – 11/95)

- Led team of 12 artists and programmers.
- Created production standards for CBT development.
- Managed conversion of 100+ existing DOS lessons into Windows.
- Maintained client relations and performed technical sales calls.
- Led seminars and new product demonstrations at large user group conferences.

### Artist / Programmer (12/89 – 6/93)

- Programmed DOS-based animations in Quick Basic.
- Designed intuitive user interfaces.
- Created user interface and mapped functional flow for all components of proprietary LMS
- Created graphical content for DOS-based CBT

## **Education**

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Mercer County College

Certified Web Master (comprised of three 36 hour certificates)

Architecture program (32 credits).

Drexel University

School of Architecture (10 credits of design studios)

The College of New Jersey

Bachelor of Arts program (36 credits)

## **Community / Diversions**

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RSA Soccer Coach

Mentor, FIRST Robotics Team 2590

Scout leader

Robbinsville Hamilton Rotary – maintain website

Miracle League Mercer – maintain website

Photography

Golf

Cycling