

# Larry Tiblis

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## Objective

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To obtain a position that utilizes my creativity and knowledge to contribute to the growth of the business.

## Summary

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Experienced web and graphical designers with extensive knowledge in search engine optimization and usability. Proficient in Adobe Photoshop, Flash, Illustrator. Expertise in HTML, CSS, XHTML, JavaScript, and PHP. Can work Independently and within all team environments.

## Key Skills

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- **Graphic Design:** Photoshop CS3, Illustrator CS3, Flash CS3 Professional (AS2 and AS3)
- **Multimedia:** Flash CS3, SWF Studio, LiveMotion 2, PowerPoint, Adobe Premier 4.2, Cleaner XL, Acid 4
- **Web Design:** Dreamweaver CS3, FrontPage 2002, Drupal, Joomla, SoftTrip Content Manager
- **Web Technologies:** CSS, XML/XSL, Javascript, SQL
- **SEO Technologies:** Google Analytics, Omniture, HBX, NetTracker, ClickTracks, WebTrends, Site Grader
- **Desktop Publishing:** QuarkXPress 4, Acrobat Professional, Publisher
- **Project Management:** Microsoft Office Professional, Adobe Acrobat, Microsoft Project, Microsoft Visio
- **Interpersonal Skills:** Outgoing, well organized, excellent leadership skills, meets deadlines, team player, dependable, procedure and goal oriented

## Work History

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*Swordlight Productions, Drexel Hill, PA*  
**Partner/Graphic and Web Designer**

*May 2004 - Present*

- Execute designs from conception to finished products for online media, including graphics, original illustrations, logos, web design/web master services, and Flash animation.
- Create sites that focus on web usability and result in increased page rankings.
- Clients include Lee's Ferry Lodge ([www.leesferrylodge.com](http://www.leesferrylodge.com))

*Smooth Fitness, King of Prussia, PA*

*October 2008 - April 2009*

**Graphic Designer, Content Manager, Website Maintenance, Marketing Project Coordinator**

- Assisted the Webmaster with designs for secondary pages and managed all overflow of work.
- Increased sales by 60% through implementation of new sales-oriented banners and advertisements for electronic publication; ads were designed in Flash utilizing AS2 and AS3.
- Conducted A/B testing and utilized Google Analytics to develop a top 5 page ranking on Google and 89 on HubSpot PageGrader for [www.smoothfitness.com](http://www.smoothfitness.com).
- Managed projects for design and marketing team.
- Organized deliverables and generated progress reports on a weekly basis

*Gate 1 Travel, Fort Washington, PA*  
**Graphic Designer**

*October 2004 - September 2008*

- Implemented graphical interface and web development as conceptualized by marketing department.
- Collaborated with product development teams to implement content changes to the website, including travel packages, travel tips, and ship and hotel profiles.
- Created three new websites from concept to finished product: Alitalia Vacations ([www.alitaliavacations.com](http://www.alitaliavacations.com)), Gutsy Women Travel ([www.gutsywomentravel.com](http://www.gutsywomentravel.com)), and Classic Pilgrimages ([www.classic-pilgrimages.com](http://www.classic-pilgrimages.com)).
- Worked closely with IT Department to develop and test web management tools for proprietary Softrip travel management software.
- Assisted Marketing Graphics Designer in creating travel maps using Illustrator.
- Designed and converted ship deck plans using illustrator for ship profiles ([www.gate1travel.com/cruises/ships/river-cloud-i/default.aspx](http://www.gate1travel.com/cruises/ships/river-cloud-i/default.aspx)).
- Formulated the development and implementation of all flash galleries found on package pages and profiles.

## **Content Manager, Website Maintenance**

- Supervised content management and web maintenance at Gate 1 travel for four websites.
- Maintained the flash advertisement on the homepage ([www.gate1travel.com](http://www.gate1travel.com)).
- Implemented the established procedure for creating and posting packages and information on tour content.
- Assigned workflows to 2 employees on the team based on a daily priority list supplied by the Product Development Vice President.
- Responsible for SEO placement of Gate 1 on search engines such as Google.

*GSI Commerce, King of Prussia, PA*

*June 2004 - August 2004*

### **Content and Front End Developer**

- Utilized proprietary software to load sliced images to the server and modify the XML code to assemble the pages.
- Provided graphics support to design team.

*Becnet, Lansdale, PA*

*February 2004 - October 2004*

### **Graphics & Web Design Freelancer**

- Designed websites including the North Penn Visiting Nurse Association ([www.npvna.org](http://www.npvna.org)) and Suburban Water Heater ([www.suburbanwaterheater.com](http://www.suburbanwaterheater.com)).
- Completed assignments from conception to finish in the life cycle of client websites.

*Lightspeed Research, Basking Ridge, NJ*

*May 2000 - September 2002*

### **Webmaster & Web Designer**

- Implemented and designed web pages and online graphics according to specifications.
- Oversaw consistency in content on four research and corporate websites.
- Designed interactive websites within PHP framework.
- Maintained the five business websites for marketing research; England, Spain, France, Netherlands, Germany, United States.

## **Education**

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*Elmira College, Elmira, NY*

*June 1995*

**B.A. English Literature and Political Science**