

Brad Dedon

Interactive Designer/Developer

6020 Fords Lake CT
Acworth, GA 30101

Summary

To position myself where I'm always marketable to those interested in leading edge technologies, including staying ahead of current trends.

Specialties

UX, CSS, Web Standards, Design & Prototyping, Color Theory, Wire Framing, Layout Grids, Typography, JavaScript, JQuery, SCORM, CSS frameworks, Adobe Flash and Action-Script 2.0, Adobe Dreamweaver, Adobe Acrobat, Adobe Photoshop, Adobe Illustrator, Apple Final Cut Studios, Interwoven Teamsite, X Code, Dash Code, Windows Media server, Microsoft Office, Apple MAC OS, Microsoft Windows OS

Experience

Southern Company

Interactive Media Consultant

September 2008 – Present

Projects and tasks are focused mainly on the entire company's externally facing web sites including all operating companies (6) spread across 4 states. Southern Company owns; Alabama Power, Georgia Power, Gulf Power, Mississippi Power, Southern Nuclear, and Southern LINC.

- Consulted and implemented the conversion of 2 Operating companies from Flash web sites into jQuery framework web sites.
- Developed advanced Interwoven Teamsite templates for company intranet.
- Designed and developed micro site for Planet Power eco friendly campaign.
- Designed and directed Corporate Responsibility Report web site.
- Designed and developed company's Career web site.
- Prototyped SO Smart, the company's forward thinking initiatives
- Prototyped mobile interfaces for company web sites.

Other day-to-day activities include working with clients in brainstorming sessions to generate creative ideas relating to Southern Company specific internal and external communication.

Brad Dedon Creative

January 2002 – Present

Interfacing directly with clients, I strive to provide a professional web presence, focusing mainly on the uniqueness of a company or its products. Project involvement may include, but not limited to, mobile development, web site design and mock-up, eLearning tutorials, touch panel kiosk, CMS development such as WordPress, Drupal and eCommerce design solutions.

Georgia Power Company

Contract Sr. Interactive Designer/Developer

June 2004 – September 2008

Responsibilities included working with clients in brainstorming sessions to generate creative ideas that would be represented through several different types of interactive mediums. Tasks included working on projects directly and when necessary, utilizing and art directing creative professionals to accomplish multiple layers of a project. This would sometimes include; 3d modeling and animation, illustration, studio/on-site video/photo direction, video editing, design and development consulting, etc.

Over 100 projects were accomplished during the tenure. A few of the most recognizable accomplishments were:

SONET, included; research, design and development of an online company-wide video interface that replaced a television satellite network used to communicate company specific communications and emergency communications to over 28,000 employees spread across 4 states.

E-Learning SCORM implementation, included; research into the SCORM standard and how to develop and customize eLearning tutorials and tools developed using Adobe Flash and JavaScript in which the tutorials could be interfaced into the company's E-Learning management system.

GDOT kiosk interface, included; research, design, development and implementation of a system comprised of terminals, wiring, LCD touch-screens, software (custom and out-of-the-box) and servers stationed in multiple locations throughout the Georgia Power service territory, used by employees under a safety initiative. Worked directly with GDOT to design and develop interactive

touch screen software that would display real time traffic situations on roadways located near the kiosk station including video feeds from highway cameras.

Digizign, LTD

Principle & Creative Director

January 2002 – January 2004

Responsibilities included the development and creative strategy for a small high-end bouquet studio. Included interfacing directly with clients developing project scopes that accurately represented their presence on the internet. We accomplished this by providing flow schematics, wire frame representations and multiple prototypes using unique user interface designs. Our main goal was to introduce clients to Macromedia Flash and build high impact user interfaces or for their end-users. Our primary focus became the motorsports industry, creating fan based web sites for motor cross professionals and vendors specific to the industry. The company was owned and managed by two partners, one of those partners being myself.

Creative Beast

Sr. Interactive Designer

January 2001 – September 2001

I was a member of a fast-paced team environment that dealt with the creation of web sites, audio/video production and video editing. Team created the backend for high impact web sites that allowed real-time client configuration; integrated with Flash, ActionScripting and ASP. Prototyped and developed interactive promotional presentations using Flash. Story-boarded and edited broadcast quality videos for clients on demand and compressed video for web deployment. Also designed print collaterals such as brochures and flyers.

Naviant

Interactive Designer/Consultant

January 1999 – January 2001

I was team lead for the design and deployment of registration internet sites. Deployment included partners such as; MP3.com, Targus, CD 2000, FOX Interactive, EarthLink/Mindspring and others to create an interactive content rich CD-ROM promotional product called eCD. Product contained a Web-based registration application developed by a parallel development team. I was also responsible for writing creative convention for eCD product. Convention included mapping, flow

charts, content inventory lists, navigational control and functionality. Other duties included storyboarding interactive sales and marketing presentations for the sales force and tradeshow.

IQ2.net

Interactive Designer

January 1998 – January 1999

I was responsible for the design and deployment of new intranet and internet sites including wire frame mechanics, flow charts and prototypes. Also developed story-boards and created interactive, self-running sales and marketing presentations for tradeshow and executive conferences.

Videolarm

Graphic Designer

January 1997 – January 1998

I was responsible for designing and developing the company's first presence on the web. Other responsibilities included the design, development and direction of an interactive CD specific to installers of the company's products. Installers could insert the CD into their laptops and find product schematics, how-to videos, and placement and environment recommendations. The interactive CD also included a ticketing system to report problems back to the manufacturer. Over 5000 CD's were professional pressed, printed and wrapped to be placed in all installer's orientation packets. I also designed and directed photo shoots for the 1998 print ad campaign. Campaign was placed in over 20 industry magazine publications, which included markets worldwide.

JMG Printing

Print Designer and Jack-of-all-trades

January 1994 – January 1997

Designed; logos, business cards, forms, pads, tee-shirts, booklets, folders, brochures, flyers, etc. Also worked on print floor; checking color, cutting color, stripping negatives, assembled goldenrods, burned plates, etc. Operated; 2 and 4 color presses, paper cutter, booklet maker, drill press, etc.