

Chris L. Carver

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BUSINESS PROFILE:

Top-performing, solutions-driven and profit-oriented professional with 10 plus years of broad hands-on-experience in web development life cycle (WDLC) and Project Management. Proven team builder who uses personal relationships and analysis to solve and simplify complex situations. Outstanding communication and people skills. An action person with proven record of success. Adjust to changes easily by creating new and effective methods to reach goals and objectives. Deliver committed results. Work well under pressure. Self motivated, strong time management skills and a unique ability to get things done by working with, and through, others at all levels of expertise.

OBJECTIVE:

To help lead, promote and develop online technical solutions to drive growth and profitability in challenging and competitive markets.

WORK EXPERIENCE:

Interactive Developer | 4/2008 - Present

S&R Communications Group (www.srcomgroup.com) | (RTP) Durham, NC

- Implement design solutions presented by creative team and work with team to enhance solutions through code development
- Translate functional requirements and wireframes into simple UIs - (Keen understanding of user experience)
- Facilitate communication between account services and creative department to meet goals and objectives of the client
- Work with account services to estimate scope of work and create realistic timelines
- Assist account services in client negotiations to create reasonable and practical expectations
- Maintain a set of open standards and guidelines which are considered best practices when programming for the web
- Research and implement the best development tools for specific projects
- Where applicable, ensure functional compatibility with CRM system

Web Designer / Developer | 5/2003 – 4/2008

Blue Cross Blue Shield of North Carolina (www.bcbsnc.com) | Durham, NC

- Work with internal/external business clients throughout the organization to devise web site based solutions to meet business needs
- Design, code, architect and implement scalable websites to meet the W3C recommendations for valid code along with adhering to BCBS Association IT, Brand and process requirements
- Proficient experience with (X)HTML, CSS, JavaScript, Cold Fusion, Flash, Ajax and User Interface design process
- Manage the daily, weekly, monthly maintenance/communications channels and projects of BCBSNC.com site and its affiliated sites (partnershealth.com, saegisbenefits.com and bcbsnc.com/foundation)
- Prioritize work on large cross-functional project teams within multiple projects and clients
- Collaborate in the selection, development and evaluation of personnel/outside vendor contract negotiations to ensure the efficient operation of these functions is completed in a timely manner as to meet company's sales/business objectives.
- Manage the in-house cross promotion of websites, e-letters and establish link affiliations with like-minded websites using metrics of online visitors
- Use visitor transactions and other analytics as basis for optimizing site, search (SEO), user experience, and ongoing campaigns
- Collaborate with the usability team to develop consumer facing wire-frames and user interface interaction converting them into functional accessible web pages for public use in search of brand products online
- Control (QA) "Quality Assurance" testing of web assets through multiple server environments
- Coordinate with BCBSNC ISBA staff and technical development team for implementation and testing of new features/functions
- Plan and execute online marketing in coordination with product launches for release
- Implement advertising programs online in coordination with print collateral
- Assist in translating business needs into technology requirements and forecasting

Web Designer / Developer | 9/2000 - 5/2003
Collegis.com | Raleigh, NC

- Member of industry leading team supporting the development, design and implementation of e-learning solutions for colleges, universities, educational firms and corporations
- Supported over 100 enterprise clients with collective annual revenue of 75M
- Technical and software due-diligence training on (CMS) Blackboard and WebCT
- Proven experience with HTML, CSS, JavaScript, Flash
- Team lead in designing course architecture, wire-frames/templates, user interface, creating/converting graphics for multimedia in online courses and portals
- Insured all work/projects meet functionality standards and were consistent with W3C standards and Collegis standards
- Collaborated closely with course developers on best practices to deliver courses over the Web
- Provided creative strategy and art direction to a team of web course developers
- Designed courses for clients with varying levels of design expertise and customized web interfaces accordingly
- Consulted with clients on multimedia / web design issues and assisted in developing their knowledge.
- Developed demos for corporate clients, higher educational clients and the Collegis sales team
- Collaborated with the other members of the project team and vendors to determine appropriate visual and text elements of the projects
- Supported all aspects of brand management to ensure all materials are consistent with the Collegis Brand Platform
- Managed project deadlines and communicated status on an on-going basis
- Provided Help Desk / Call Center support when needed during high traffic course enrollment periods

Web / Graphic Designer | 7/1998 - 9/2000
CityJunction.com | Swansboro, NC

- Production lead of company's branding and print designed products
- Focused on maintaining a high impact on a localized audience
- Managed the development of all prepress, printing and vendor operations using Quark and Pagemaker
- Conceptualized, designed and produced websites from start to finish
- Researched customers to design a better end product that reflects company ethos
- Scanned/selected photos, created original graphics/skins and navigation features of sites
- Maintained, redesigned and provided code for the CityJunction.com website
- Updated existing client websites that required schedule changes and updates on a monthly basis

COMPUTER SKILLS:

- **Microsoft (Visio, Excel, Word, PowerPoint)**
- **HTML / XHTML / DHTML**
- **CSS**
- **JavaScript**
- **Ajax** - (Libraries)
- **PHP**
- **MySQL**
- **JSP**
- **Cold Fusion**
- **Flash MX / ActionScript 2.0**
- **Acrobat Expert**
- **Dreamweaver**
- **Fireworks MX**
- **Adobe Illustrator / Adobe Photoshop / Image-Ready**
- **PVCS Version Manager (Version Control Software)**
- **XML, XSLT**
- **SEO**

EDUCATION:

Mount Olive College | Mount Olive, NC
Bachelor of Science in Visual Communications, May 1997
Varsity Men's Soccer - 4 Year Scholarship

- "HTML" Certification
- "JavaScript" Certification

Professional Development

Work related training

- **Advanced Flash 5** | 10/2002 -- www.lodestonedigital.com
 - Flash 5 (3-day crash course)
 - Advanced features and how they work
- **Cold Fusion training** | 5/2003 -- www.propoint.com
 - 3-day course on Cold Fusion
 - Advanced features and how they work
- **PHP with MySQL Training** | 6/2008 – www.lynda.com
 - 15 Chapters - 10.75 hours long of online video training