

Casey A. Dexter
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Objective To acquire a creative position that demands excellent communications skills with strong aptitude in current Web technology.

Education B.S., Computer Graphics Technology, Purdue University, May 2001 | GPA: 3.46/4.00

Relevant Experience & Accomplishments

Awareness of Current Web Trends

- Recommended and trained marketing team and their clients on Basecamp, a Web-based project management solution.
- Researched and implemented Google™ Analytics to improve collection of Web statistics.
- Customized user interface on MICROS® online hotel reservation system for the Union Club Hotel.
- Envisioned and formulated a method to feed ITAP's Purdue-Board RSS technology on Housing and Food Services' Web sites.
- Proposed and administered Zoomerang™ online survey service to improve marketing research results.
- Supervised and directed Web designer on development of University Residences Map and Virtual Tour Web site, which harnessed the power of Google™ Maps and featured 360-degree panoramic images of residence hall rooms.

Production Methods in Web Design

- Implemented mobile version of University Residences Menus, where residents can view meal menus by dining court location
- Created and maintained template-based Housing and Food Services and Purdue Memorial Union Web sites, which collectively received over 28,000 unique visitors monthly in the last year.
- Designed and distributed HTML marketing emails to potential Boiler Treat Pack customers who purchased over \$129,000 in gift packages the last two academic years.
- Conducted usability testing for University Residences Contract Renewal Web site, a Web application where over 4,500 current residents selected their specific residence hall, room, meal/payment plan, and roommate(s), before finalizing their housing contract.

Employment	Senior Web Designer, Purdue University Housing and Food Services Information Technology, West Lafayette, Indiana	<i>5/2004-present</i>
	<ul style="list-style-type: none">• Oversaw front-end design of all Housing and Food Services Web sites including, but not limited to: University Residences, Dining Services, Purdue Memorial Union, and Boiler Television.• Served as lead designer on software development team for web applications including: University Residences New Resident Contract, OnTrack, and University Residences Contract Renewal.	
	Graphic Designer, Purdue Marketing and Communications, West Lafayette, Indiana	<i>3/2003-5/2004</i>

	<ul style="list-style-type: none">• Designed collateral material, advertisements, logos, newsletters, and periodicals for various university departments and divisions.	
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	Graphic/Web Designer, Arnett Clinic, Lafayette, Indiana	<i>7/2001-3/2003</i>
	<ul style="list-style-type: none">• Designed and maintained company extranet and intranet sites.• Collaborated with marketing specialist to create print collateral.	

Sample URLs**University Residences New Resident Contract**

<https://www.housing.purdue.edu/NewResidentContract>

Housing and Food Services OnTrack (Student Employment Tracking)

<http://www.housing.purdue.edu/OnTrack>

University Residences Green

<http://www.housing.purdue.edu/UniversityResGreen>

Purdue Memorial Union

<http://www.union.purdue.edu>

University Residences Contract Renewal

<https://www.housing.purdue.edu/ContractRenewal>

Boiler Treat Packs

<http://www.housing.purdue.edu/BoilerTreatPacks>

**Community
Involvement**

United Way of Greater Lafayette Volunteer, Year-Round Marketing Committee

Big Brothers Big Sisters of Wabash Valley Volunteer

**Honors &
Awards****Excellence in Design: Brochures, Bronze Award**

Council for Advancement and Support of Education (CASE)

December 2005

Silver ADDY Award: Web Sites

North Central Advertising Federation of Indiana

March 2002

Graphic Arts Technical Foundation (GATF) 3M Company Scholarship
