

WILLIAM J. PEREIRA

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OBJECTIVE

To utilize the creative and technical skills I have developed in my previous work experience in a new environment and allow them to flourish into an even more efficient skillset, while strengthening my fundamental work ethic.

EXPERIENCE

4.11–Present Surround Technologies Bloomfield, NJ

Senior UX/UI Designer & Media Relations

- Specialized in custom development for Windows, Web and Mobile software applications for Fortune 500 companies of varying industries including hospitality, retail, manufacturing, textile and more.
- Projects and designs handled from concept through completion, working directly with developers to create enterprise level software interfaces in technologies such as WPF, Silverlight, ASP.NET (MVC3 and 4) and HTML5. Key focus on IBM i Platform (5250, 4250 and Z) as well as Microsoft .NET.
- Groundwork study of active releases and future releases to increase usability and efficiency by way of increasing in-application reaction techniques and memory triggers. Visualization/Skin designs to build upon out-of-box customization feel for current and prospective client base.
- Spearheaded multi-channel marketing efforts to promote brand awareness for core product and professional consulting services throughout software industry. Including email broadcasts, webinars, press release writing and distribution, case studies and white papers.

6.03–4.11 Sixth Avenue Electronics Springfield, NJ

Creative Director

- Responsible for the development, launch and maintenance of retail front-end and backend POS system as well as e-commerce system for \$700 million a year company revenue.
- Managed internal creative team comprised of graphic designers, front end developers, back end developers, copywriters and content managers.
- Directed various third party companies and simultaneous ongoing projects for company growth. (Both brick and mortar and e-commerce)
- Developed promotional program collateral for in-house and outside events; including promotional calendars and marketing material from concept to creation.
- Technical director on company initiatives affecting public interactions in-store and online. Provided development and usability resources for projects undertaken.
- Effectively branded company name in over 40 cross-channel markets.
- Spearheaded the public relations initiatives for the company, including media events at the request of various Fortune 500 vendor partners for product launches and series distribution announcements.

10.05–2.10 The Kandun Group Charlotte, NC

Vice President of Marketing/N.E. Remote Consultant

- Profiled all new client business processes and retention of data for future goals.
- Guided all stages of marketing initiatives from concept to deployment.
- Oversaw management of internal and remote creative teams both on-site and through remote communication methods including use of online ticket management system.

EDUCATION

2001–2005 Kean University Union, NJ

- B.A., Communication | Concentration: Public Communication
- Minor in French Language

TECHNICAL SKILLS PROFICIENCY CHART

The following chart is to provide a quick reference of the level of proficiency within each application or operating system in which I have designed/deployed and tested in.

SOFTWARE APPLICATIONS

APPLICATION NAME	TIME USED	LAST USED	PROFICIENCY
Adobe Photoshop	11 Years	2014	Very Good
Adobe Illustrator	10 Years	2014	Very Good
Adobe InDesign	6 Years	2014	Very Good
Adobe Acrobat Professional	6 Years	2014	Very Good
Adobe Premiere	4 Years	2008	Fair
Adobe GoLive!	4 Years	2008	Good
Microsoft Word	9 Years	2014	Very Good
Microsoft Excel	9 Years	2014	Very Good
Microsoft Outlook	9 Years	2014	Very Good
Microsoft Entourage	8 Years	2012	Very Good
Microsoft PowerPoint	9 Years	2014	Very Good
Microsoft Access	6 Years	2008	Fair
Microsoft Expressions	5 Years	2014	Very Good
Microsoft Publisher	9 Years	2014	Very Good
Macromedia Dreamweaver MX	6 Years	2012	Very Good
Macromedia Flash MX	3 Years	2009	Fair
Macromedia FreeHand 10	4 Years	2009	Fair
Final Cut Pro	5 Years	2014	Very Good
DVD Studio Pro 8	3 Years	2009	Fair
SwishMax	4 Years	2008	Good
SAP R3/Enterprise	4 Years	2012	Very Good
Microsoft TFS	2 Years	2014	Very Good
Microsoft Sharepoint	2 Years	2014	Very Good
FogBugz	2 Years	2014	Very Good

OPERATING SYSTEMS

SYSTEM	PROFICIENCY
Windows (XP / Vista / 7 / 8)	Very Good
OS X (10.1 – 10.9)	Very Good
iOS (4 – 7)	Very Good
Android (2.2 – 4.4)	Good