

# Mariona N. Jones

---

VISIT ME @ marionamedia.com • CALL ME @ 1 (618) 525-5771 • EMAIL ME @ mariondita@yahoo.com



I am a senior level web designer & front-end developer with 7 years of experience who loves information architecture, interface design, typography & hand coding standard compliant web sites. Academically, I hold a Masters of Science in Professional Media & Media Management Studies with focus on web design and development. In addition, I obtained a B.F.A. in Communication Design, establishing a solid visual communication foundation. Proficient in English, Spanish & Catalan.

## EDUCATION

### SOUTHERN ILLINOIS UNIVERSITY • CARBONDALE, IL

Master of Science in Professional Media Management, Summer 2010 (Cum Laude)

Bachelors of Fine Arts: Communication Design Major & Art History Minor, Spring 2007 (Cum Laude)

### JOHN A. LOGAN COLLEGE • CARTERVILLE, IL

Associates Degree in Art (Honors)

### ACADEMIA INTERNATIONAL DE LA MODA • BARCELONA, SPAIN.

Fashion Design Certificate

## EXPERIENCE

### SOUTHERN ILLINOIS UNIVERSITY CARBONDALE 2009-2010 • GRADUATE TEACHER ASSISTANT

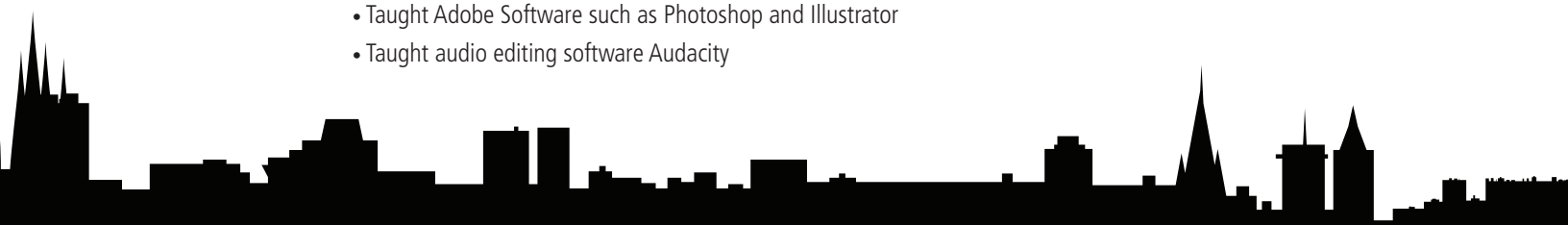
Teaching lab sections for *JRNL 335; Graphic Communication for Journalists*, and *MCMA 301; Creativity Across Platforms*. My role as a teacher assistant was to introduce the students to software, scripting languages and content management systems, as well as design principles, information architecture, web usability, video and audio editing techniques, the Internet and social media trends.

**JRNL 335: Graphic Communication class description:** "Students will learn to function as content developers, a strong sense of aesthetics and design, more hands-on technical instruction, and a deep understanding of the principles of networked audio/visual communication used in the print and electronic media."

- Taught Adobe Studio software such as Photoshop, Illustrator and InDesign
- Created lab curriculum and assignments
- Graded students weekly assignments
- Recorded attendance and grades in Excel spreadsheet
- Met with students individually

**MCMA 301: Creativity Across Platforms class description:** "The class will introduce students to the software and tools that are being used in the news industry to tell stories and deliver content via multiple platforms. Students will learn how to create content by utilizing and integrating different content modalities such as text, audio, photographs video and interactivity."

- Created lab curriculum and assignments
- Introduced students to Macintosh operating system
- Introduced students to XHTML & CSS web site development
- Taught students to use hand-coding software Smultron and FTP software Cyberduck
- Taught web graphics formats & optimization for fast display
- Created presentations and gathered resources to provide background for student's assignments
- Taught Adobe Software such as Photoshop and Illustrator
- Taught audio editing software Audacity



# Mariona N. Jones

---

VISIT ME @ [marionamedia.com](http://marionamedia.com) • CALL ME @ 1 (618) 525-5771 • EMAIL ME @ [mariondita@yahoo.com](mailto:mariondita@yahoo.com)

## EXPERIENCE


### SIUC 2009-2010 • GRADUATE TEACHER ASSISTANT CONTINUED...

- Taught slideshow creating software Soundslides
- Taught video editing with Final Cut Pro and video formats with Compressor
- Taught social media trends and web site features such as Facebook and LinkedIn
- Taught students how to use RSS Google Reader and RSS News Reader web site subscription application
- Taught students Wordpress administration such as posting, adding categories and tags, widgets and RSS
- Graded students weekly assignments
- Kept grades and attendance sheet spreadsheet updated weekly
- Administered and graded evaluation tests
- Created Wordpress.com blog to deliver lab assignments and distribute resources: <http://mcma301.wordpress.com/>
- Assisted the journalism dept. to design the South of 64 multimedia workshop logo, and web site: <http://southof64.com>
- Lectured about the Internet origins and architecture, hand-coding XHTML & CSS and the Wordpress CMS
- Trained faculty & students how to use Wordpress administration to maintain blog and code to customize themes
- Uploaded videos to YouTube and Vimeo and embedded in web site
- Marketed the web site with Search Engine Optimization, Google Analytics
- Used social media to promote the project through Facebook, Twitter and Flickr
- Installed Wordpress.org blog to server, added database and tweaked theme to meet the project needs
- Handed in weekly time management sheets to the graduate college

### SIXONEEIGHT • CARBONDALE, IL 2006-2009 • OWNER, FREELANCE WEB DESIGNER & FRONT-END DEVELOPER

- Hand-code XHTML and Cascading Style Sheets (CSS), Extensible Markup Language (XML)
- Followed W3C web standards and validation and accessibility
- Implemented Real Simple Syndication (RSS)
- Implementation of Javascript Libraries
- Content Management Systems (CMS) implementation and customization
- Search Engine Optimization (SEO)
- Implemented Google Analytics
- Implemented image galleries
- Trained customers to use CMS, upload & manage image galleries
- Ebay ProStores e-commerce solution customization
- Photography selection from stock photography services
- Image formatting and optimization for print & web
- Marketing, sales, customer service and support
- Managed budgeting, billing and bookkeeping
- Identity development, logo design
- Online forms design
- Basic PHP & MySQL database functionality

To view samples of work please visit <http://marionamedia.com>



# Mariona N. Jones

---

VISIT ME @ marionamedia.com • CALL ME @ 1 (618) 525-5771 • EMAIL ME @ mariondita@yahoo.com

## EXPERIENCE

### EVOLUTION MULTIMEDIA AGENCY, ENERGY, IL 2003-2006 • WEB DESIGNER & FRONT-END DEVELOPER

- Print design and pre-press
- Designed logos, business cards, brochures and tradeshow exhibit graphics
- Hand coded XHTML, CSS and XML following web standards and accessibility rules
- Web site design conceptualization and information architecture
- Created graphics, optimized graphics and images for the web
- Stock photography selection & management
- Conducted usability testing
- Browser testing for cross-platform compatibility
- Worked closely with back-end programmers and IT department to ensure quality, performance and security
- Customization of e-commerce solutions
- Search Engine Optimization (SEO)
- Daily online time management software

### VELVET, S.L. BARCELONA, SPAIN 1998-2000 • SWIMWEAR COLLECTION COORDINATOR AND DESIGNER

- Designed swimwear and lingerie patterns digitally using Adobe Photoshop & Adobe Illustrator
- Swimsuit pattern featured in Sports Illustrated magazine
- Designed trade show themes, booths and promotional pieces
- Designed print magazine advertisements, business cards, customized textile hangers & mannequins
- Created color combinations for patterns
- Supervised the textile sample department & color production lab
- Worked with silk screen provider to transfer patterns for industrial production
- Attended trade shows in Europe to represent the company

### INDITEX GROUP, LA CORUÑA, GALICIA (SPAIN) 1997-1998 • FASHION DESIGNER

- Designed and coordinated the male X-dye and Pull & Bear jeans & jersey collection
- Factory production garment pattern design, implementation and follow-up
- Travelled around the globe searching new trends; Japan, Germany, France, Italy, U.K.

## PRO-BONO

- Designed and developed The Women's Center web site along with a 25 page design brief
- Identity design, web design and development for Art for Empowerment (Grant from the Illinois Art Council)
- Designed and developed artist Joan Cruspinera web site
- Designed and developed metal sculptor Josep Plandiura web site (in progress...)
- Currently working with the local Food Works organization to build a customized WordPress web site



# Mariona N. Jones

---

VISIT ME @ marionamedia.com • CALL ME @ 1 (618) 525-5771 • EMAIL ME @ mariondita@yahoo.com

## THESIS PROJECT

SOUTHERN ILLINOIS UNIVERSITY CARBONDALE MASTER OF SCIENCE IN PROF. MEDIA & MEDIA MGMT. STUDIES  
THE FREE CULTURE PROJECT: USING FREE SOFTWARE AS A GATEWAY TO EDUCATE DIGITAL NATIVES ABOUT FREE CULTURE TO PROMOTE AN OPEN AND FREE SOCIETY.

Description of projects goals: "The Free Culture Project teaches free software and content to enable the Digital Native generation to become creators of culture and change the dynamic from passive consumers of mass media to active producers. The strategy is to deliver the content through a website and workshops designed to educate children about free culture with the goal to become responsible citizens that produce and consume information in the digital era."

- Project development, web site conceptualization, information architecture, identity and logo design
- Designed and developed web site using the latest web 2.0 technologies to engage the Digital Native generation
- Hand coded XHTML & CSS
- Implementation of Javascript libraries (jQuery) & plugins (Lightbox)
- Search Engine Optimization (SEO)
- Implementation of PHP Questionnaire form to conduct anonymous usability testing by email
- Implemented Google Analytics
- Browser testing and debugging
- Currently teaching workshops to Boys and Girls Club kids in the SIUC New Media Center Labs
- Creating curriculum for workshops to teach free software such as Gimp and Audacity
- Teaching children about copyright law, the Internet, the Web, free culture, free software & free resources online
- Invitation to teach free software at the Carbondale Public Library and the Carbondale Park District
- Invitations to Boys & Girls Clubs in Austin, TX, Harlem, NYC and Mexico
- Designed promotional poster for the Math, Science, Art and Technology Festival workshops
- Documented project with a 50 page report

## SKILLS

**TOOLS:** Adobe Photoshop CS4, Adobe Illustrator CS4, Adobe InDesign CS4, Adobe Flash CS4 & Adobe Dreamweaver CS4. Adobe Acrobat Professional, Final Cut Pro Studio, Audacity, Gimp, Inkscape, Open Office & Microsoft Office, FTP clients such as Transmit and Cyberduck, hand-coding editors such as Skedit, TextMate & Smultron.

**COMPUTER LANGUAGES:** Hand code XHTML, CSS, XML, Implementation of Javascript libraries and plugins, Content Management Systems Implementation and Customization. Basic knowledge of Actionscript, PHP and MySQL.

**OPERATING SYSTEMS:** Mac OS, Microsoft Windows & Linux (Puppy & Ubuntu).

**HUMAN LANGUAGES:** Proficient in Spanish, English & Catalan.

## INTERESTS

Books, Technology, Design, Animation, Music, Traveling, Nature, Hiking, Walking, Biking, Cooking, Science, Animals & ted.com.

