

Kelvin Raharja

Summary

Passionate web and multimedia developer with over 15 years of diversified experience in the marketing, telecommunications, engineering and education industry. Developed specialized expertise in online marketing, online education and web applications. Team leader possessing skills in project management, technical consulting and interactive design and functionality.

Professional Experience

22Squared (formerly WestWayne)

Atlanta, GA

Apr 2006 - Present

Senior Interactive Developer

- Currently redesigning the agency website. Responsible for putting together the functional and technical requirements document that will determine the scope of the project.
- Developed award-winning online experiences: Publix Greenwise Market microsite, Buffalo Wild Wings website and Lincoln Financial website (Gold, Silver and Silver 2008 Addy's respectively).
- Developed several interactive games within the Buffalo Wild Wings website.
- Mentors Interactive Designers to improve their Actionsript skills to produce more engaging content.
- Consulted with project managers on technical requirements prior to producing interactive applications.
- Collaborated with creative teams and come up with agreeable solutions for projects which are balanced in design and functionality.

Project Manager

- Managed the redesign of two of the agency's biggest website projects: Buffalo Wild Wings and Florida's Natural.
- In charge of updating Buffalo Wild Wings monthly online promotions, email deployments and special events tied with local stores.
- Managed all email campaigns for BellSouth, ensuring compliance with anti-spam laws.
- Led the design and development teams on the redesign and testing of the Florida's Natural website.

Bigelow Advertising

Atlanta, GA

Jan 2003 – Mar 2006

Interactive Media Designer & Developer

- Consulted clients on technical matters necessary for the success of their marketing campaigns.
- Collaborated with art/creative directors, copywriters and account executives on several website projects.
- Produced broadcast animation for the Horizon Awards ceremonies and Graphic Packaging International.
- Designed and developed interactive Flash banner ads for BellSouth, Crowne Plaza, Time Warner Cable, UPS and BellSouth.

Engineered Multimedia Inc.

Atlanta, GA

Apr 1997 - Aug 2002

Project Lead/Subject Matter Expert

- Led production team from concept through development, testing and final delivery of several projects.
- Acted as liaison between clients and developers on technical matters of the projects.
- Studied and researched client material to create original content for several projects.

Flash/Director Programmer

- Produced several marketing tools for McGraw Hill, Nortel Networks and Synchrologic.
- Designed and developed several interactive training tools for Nortel Networks, Tellabs, MSC/PATRAN and MSC/NASTRAN.

e-train.com/ Fred Pryor Seminars

Atlanta, GA

Feb 2001 - May 2001

Lead Designer (Interim Position)

- Laid the foundation for a web application projected to bring in US\$ 3 million annually.
- Planned usability flow-charts to ensure efficient client navigation and easier development.

CNN Interactive

Atlanta, GA

Sept 1995 - Apr 1997

Webmaster

- Maintained CNN.com and CNN's political website AllPolitics.com.
- Supervised AllPolitics.com website redesign and recommended technologies to ease future redesigns.

NASA/ Georgia Tech**Atlanta, GA****Dec 1995 - Dec 1996****Director Programmer**

- Developed Mars Navigator CD-ROM as an exploratory learning and marketing tool for NASA.

Consulting
Projects

The following are consulting projects I have undertaken to enhance my skills in multimedia development.

Equifax Saleslist**Atlanta, GA****March 2009**

- Converted Photoshop design to compliant HTML supported by the major browsers.
- Made sure the pages developed were Section 508 compliant.
- Develop new CSS IDs and Classes to match the original Photoshop documents as closely as possible.
- Tested the pages in IE6+ and Firefox. Safari was also used in testing.

Color d' Papel**Atlanta, GA****March 2009**

- Consulted on the functionality of the ColorDPapel.com website.
- Developed in PHP using a combination of CSS/HTML, Javascript, jQuery and Flash.
- Designed the gallery to feature the products using jQuery and Shadowbox.

Damman Pearce**Atlanta, GA****August 2008**

- Redesigned the DammanPearce.com website as an all Flash portfolio for the client using XML so the website will be easily updated. These include the Creative, News and Movie Trivia sections.
- Consulted on the overall look and feel of the website.
- Designed the user experience of the website, carefully balancing usability and functionality.
- Programmed the Movie Trivia module to randomly select from a bank of quotes, as well as randomly served responses.

Lisa Geubtner**Atlanta, GA****June 2008**

- Designed the user experience of the GeubtnerDesign.com website.
- Developed the grid as an XML driven module so the website will be able to be updated without any knowledge of programming.
- All images are loaded externally. The whole website is an initial load of 60Kb.

Westminster Internation Friends**Atlanta, GA****Ongoing**

- Designed and developed the WIFriends.org website pro-bono, including a Flash photo gallery and Google maps for directions. Website is maintained using Contribute for ease of use.

Greenpopolis**Atlanta, GA****July 2007**

- Designed the Greenpopolis website with the target user in mind; clean and unobtrusive.
- Developed with a combination of HTML, CSS and Dreamweaver templates for ease of maintenance.

Technical
Skills**Programming**

- Exceptional knowledge of Actionscript 2.0; JavaScript; CSS; DHTML; XML; knowledge of Actionscript 3.0; PHP; MySQL.

Software

- Exceptional knowledge of Adobe CS4 including Flash, Photoshop, Illustrator, Indesign, Dreamweaver; Microsoft Office Suite including Visio 2003 and Project 2003; Omnigraffle; Keynote.

Education

Georgia Institute of Technology**Atlanta, GA****Summer 1995**

- Bachelor of Aerospace Engineering
- Graduated summa cum laude; 3.5 GPA