

NANCY ALPERS

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DESIGNER & FRONT END DEVELOPER

20+ Years of Visual, UI, Web, & Graphic Design Experience
Including 10+ Years of Front-end Web Development

CAREER SHOWCASE.....

ALPERS DESIGN & DEVELOPMENT, 1991 – Present

Principal Designer & Developer

Built a creative practice dedicated to harnessing a rare blend of design and programming expertise to nurture brands, engage users, and inspire action for clients across the world.

Select Projects

Applied design thinking to 75+ websites for mid-sized and small businesses.

- Provided a branded website with powerful design ROI for a marketing communications firm.
- Connected multiple content producers with their audiences through commercially effective websites.
- Unveiled a new online look that captured the authenticity and human touch of an art gallery.

Programmed a startup's SaaS product's UI.

- United artistry with technical expertise for easy and inviting user interaction.

Reinvented Bay Area Rapid Transit bus schedules.

- Infused critical information materials with clarity and appeal to ensure their continued use after 20 years.

Specialties

Marketing Design: Brand Identity • Collateral • Print Ads • Trade Show Materials • Catalogs • Newsletters

Digital Design: Email Campaigns • Digital Ads • Social Media Graphics • Infographics • Slide Presentations

Front-end Development: Websites • Email Templates • Blogs

User Interface: UI Design & Development

SKILLS

HTML/CSS • WordPress • Bootstrap

Microsoft Office: PowerPoint, Word, Excel

Adobe Creative Suite: Dreamweaver, Fireworks, InDesign, Photoshop, Illustrator, Acrobat

Email Delivery Systems: Mailchimp, Vertical Response, Constant Contact, and more

EDUCATION.....

BFA, Graphic Design – Missouri State University, 1986

PROFESSIONAL DEVELOPMENT

WordCamp KC, 2014

Designer/Developer Workflow National Conference, 2013

Adobe Web Design Certificate, 2007

TESTIMONIALS

“Her visual sense, creativity, organization, thoroughness, fairness, and professionalism are outstanding.”

“Her flexibility makes for easy changes, resulting in a good project experience and great end product.”

“I trust her implicitly.”