



JOHN SHAW

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[LinkedIn](#)

SKILLS & EDUCATION

MANAGEMENT

Google Workspace, Wrike, Trello,
BaseCamp, Asana, Jira, Notion

PRODUCTION

Photoshop, Illustrator, InDesign,
Dreamweaver, Premiere,
AfterEffects, Animate, XD, HTML,
CSS, PHP, JavaScript, jQuery,
UIKit, Joomla, WordPress, Drupal,
iDev, Magento, SquareSpace,
Shopify, Wix, Web hosting, DNS
configuration, Email routing

TRACKING, ANALYSIS, & REPORTING

Google Analytics, Tag Manager,
Search Console, Moz, HubSpot,
SalesForce, MailChimp,
ConstantContact, AdWords

THE ILLINOIS INSTITUTE OF ART (ILIA)

2001 - 2005

BFA: Interactive Media Design

fine arts training, graphic
design, typography, color theory,
storyboarding, animation, audio/
video production, 3D modeling,
UI design, coding, database
management

Work History

NEIGERDESIGN

Since 2007, John has adapted to the needs of NeigerDesign. Beginning as an Associate Web Developer, then gaining more client-facing duties as Web Manager, and eventually coordinating all resources from pitch to launch as the Director of Web Services. In that time John has expanded his department's capabilities, streamlined the proposal-to-pitch process, and launched dozens of successful websites.

DIRECTOR OF WEB SERVICES 2016 - PRESENT

Managing all aspects of digital projects from concept to launch and beyond.

client and industry research, pitch presentation, team organization,
client communication, external resource management

SENIOR WEB MANAGER 2011 - 2016

Established standard tool sets for proposal, design, production,
and QA.

research and strategy, analytics tracking, SEO, client support, UI
design, sitemap development, content sourcing, scope, schedule,
budget, proposal writing, portfolio management, inbound marketing,
testing, qualitative & quantitative reports, analytics tracking

WEB DESIGNER/PROGRAMMER 2007 - 2011

Spearheaded the newly formed online services for
NeigerDesign.

email templates, PPC ads, documentation, training, support,
maintenance, testing, quality assurance, email templates, front/back-
end development, animation, video editing

EVOLVINGART

Originally hired as the web developer for EA's website, John's responsibilities expanded into operations, client services, and sales until the end of the company in 2007.

DIGITAL PRODUCTION ARTIST 2005 - 2007

Designed and developed websites for EvolvingArt,
EvolvingCommunication, and several clients.

UI design, website development, sourcing and generating image
libraries, client management, office management, front of house
storefront management, sales