

Margaret E. Tehan

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Summary

Innovative, award winning, dedicated professional with over six years of experience in developing and implementing cutting edge web sites that maximize audience appeal and generate significant site traffic.

- Aptitude for disseminating extensive content into user-friendly site navigation.
- Proven talent for transforming conversational meetings into detailed information-gathering sessions.
- Unique ability to communicate complex terminology in lay terms and translate concepts into reality.
- Exceptional, sought-after design skills complemented by strong writing and proofing capabilities.
- Energetic, personable, and reliable with history of cultivating partnerships with clients and staff.

AREAS OF EXPERTISE

- Cutting Edge Graphics
- Content Management
- Editing & Proofreading
- Photography & Animation
- Strategic Planning
- Requirements Analysis
- Project Management
- Content Research & Development
- Site Maintenance & Quality Control

TECHNICAL PROFICIENCIES

Adobe Photoshop CS, Adobe Illustrator CS, Macromedia Dreamweaver MX 2004, Macromedia Flash MX 2004, HTML, XHTML, Cascading Style Sheets, Adobe InDesign CS, Contribute, Adobe Acrobat Professional 6.0, QuickTime 6.0, Section 508 Compliance, MS Word, Macintosh and PC Platforms

KEY HIGHLIGHTS

- **Designed site for King Feature's syndicated cartoonist Bob Weber, Jr. that received 2 awards from About.com within 5 weeks of launch and Educational Best Bet Award from USA Today within 8 months.**
- **Successfully designed and launched Southern Connecticut State University site that receives over 1 million visitors and 3rd place ranking out of 12million+ sites searched in Google.**
- Created large-scale site for IT Department in 3 months which improved speed and accuracy to access of information; also designed or maintained over 110 sub-domains for several educational divisions.
- Designed and produced multimedia presentations that aid professors in increasing university and public knowledge of computer ethics, including a presentation given at the World Energy Technologies Summit held at UNESCO Headquarters in Paris, France.
- Created animated vignettes that improved student comprehension of complex subjects including cell mitosis, Shakespearian plays and Greek tragedies.

PROFESSIONAL HISTORY

Consultant, 2005

Aetna Inc., Hartford, CT

• Website Manager • Project Manager • Brand Manager

[Web Site – http://www.aetna.com](http://www.aetna.com)

[Flash Presentation & Acrobat Presentation –](#)

http://www.aetna.com/producer/e.briefing/2005-08/AHFResults_6_28_05/healthfund_flash.html

Responsible for ongoing site and content reviews, updates and maintenance to ensure that communications content supports needs of businesses and external users. Assisting business areas in moving from broad concepts to specific business requirements. Analyzing and communicating client's business requirements to ensure accurate and timely implementation and to ensure delivery of the ideal business solution. Responsible for development and implementation of business plans to meet project goals. Working closely with business areas and IT to provide input on projects. Making recommendations on new practices and technology solutions to enhance navigation and functionality that will significantly improve user value perceptions of the Aetna.com site. Software used: Microsoft Word, Microsoft Excel, Adobe Acrobat, and Adobe Photoshop.

Web Designer, 2002 – 2004

Sacred Heart University, Fairfield, CT

• Project Manager • Creative Director • Animator • Photographer • Photo Editor • Cinematographer • Video Editor • Editor • Copywriter

[Web Site – http://www.sacredheart.edu/pages/267_information_technology_department.cfm](http://www.sacredheart.edu/pages/267_information_technology_department.cfm)

[AV Movie – http://www.margaretsfolly.com/multimedia/multi10.html](http://www.margaretsfolly.com/multimedia/multi10.html)

Managed and mentored team of technical students and worked as liaison with department heads and staff while functioning as Project Manager, Graphic Designer and Web Designer accountable for architecture, design, development, and implementation of all web sites as well as print and logo design. Software used: Adobe Photoshop, Adobe Illustrator, Adobe Acrobat, Macromedia Dreamweaver, Macromedia Flash, QuickTime, Microsoft Word.

Adjunct Faculty, 2003 – 2004

Sacred Heart University, Fairfield, CT

Web Design for Non-Majors

Web Designer, 1999 – Present

Southern Connecticut State University, New Haven, CT

• Project Manager • Creative Director • Animator • Cinematographer • Video Editor • Editor

[Web Site: Research Center on Computing & Society – http://www.computerethics.org](http://www.computerethics.org)

[Book Cover: Cyberphilosophy – http://www.margaretsfolly.com/print_logos/print01.html](http://www.margaretsfolly.com/print_logos/print01.html)

[Muslim Parents' Guide – http://www.margaretsfolly.com/print_logos/print02.html](http://www.margaretsfolly.com/print_logos/print02.html)

[ETHICOMP 2004 Keynote Address – http://www.margaretsfolly.com/ethicomp.html](http://www.margaretsfolly.com/ethicomp.html)

[Flash Animation: Oedipus Rex – http://www.margaretsfolly.com/multimedia/multi11.html](http://www.margaretsfolly.com/multimedia/multi11.html)

[Flash Animation: Book II, Paradise Lost – http://www.margaretsfolly.com/paradise_lost.html](http://www.margaretsfolly.com/paradise_lost.html)

Responsible for project management, design, and development of large-scale, Section 508-compliant web site for the Research Center on Computing Society and an online learning web site in WebCT for the Theatre department. Also responsible for project management, design, and development of CDs and presentations, illustration and design of booklets and book covers, and multimedia projects. Software used: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Macromedia Dreamweaver, Macromedia Flash, Adobe Acrobat, QuickTime, Adobe Premier and WebCT.

• Project Manager • Creative Director • Cinematographer • Video Editor

[Web Site: Philosophy Department – http://www.southernct.edu/departments/philosophy/](http://www.southernct.edu/departments/philosophy/)

Software used: Adobe Photoshop, Adobe Illustrator, Macromedia Dreamweaver, QuickTime, and Adobe Premier

Web site, Graphic Design and Animation Consultant, 1993 – Present

Margaret's Folly, Waterbury, CT

<http://www.margaretsfolly.com>

<http://www.peggi.com>

Providing qualified consulting services on web site design, digital media and marketing material development. Developed relationships with high profile clients such as King Feature Syndicate and Fairfield University. Project manager, designer and developer for numerous web sites.

Fairfield University

• Project Manager • Creative Director • Illustrator • Animator • Developer

[Flash Animation & Web Site – http://www.faculty.fairfield.edu/biology/bio_dept/index.html](http://www.faculty.fairfield.edu/biology/bio_dept/index.html)

Created storyboards, Flash animation and web sites for the Biology department at Fairfield University.

Software used: Adobe Illustrator, Adobe Photoshop, Macromedia Dreamweaver, Macromedia Flash.

• Designer

[Fairfield University WebCT Portal – http://www.margaretsfolly.com/web_design/web05.html](http://www.margaretsfolly.com/web_design/web05.html)

Created the interface for students and faculty accessing WebCT.

Software used: Adobe Photoshop, Macromedia Dreamweaver.

Slylock Fox & Comics for Kids

• Project Manager • Creative Director • Animator • Developer • Editor • Copywriter

[Web Site – http://www.slylockfox.com](http://www.slylockfox.com)

[Game Interface – http://www.slylockfox.com/arcade/CWAttacks/index.html](http://www.slylockfox.com/arcade/CWAttacks/index.html)

Created web site and online games for syndicated cartoonist, Bob Weber, Jr. The site won two awards within the first five weeks of its launch and an Educational Best Bet award from USA Today eight months after its launch. Software used: Adobe Photoshop, Adobe Illustrator, Macromedia Dreamweaver, Macromedia Fireworks, GifBuilder.

Massachusetts Health Information Management Association

• Project Manager • Creative Director • Developer

[Web Site – http://www.mahima.org](http://www.mahima.org)

Created Section 508-compliant web site for the Massachusetts Health Information management Association. Acted as liaison between client and programmers and coordinated efforts with programmers to create database-driven web site allowing members password-protected access. Created HTML-based newsletter. Installed and implemented Macromedia Contribute, a content management system that allows site owners to update content in a timely fashion. Trained content owners in content management software and in Jango-mail, an online email newsletter service. Software used: Adobe Photoshop, Adobe Illustrator, Macromedia Dreamweaver, Macromedia Contribute.

Sell Us Your Books.com

• Project Manager • Creative Director • Animator • Developer • Photographer • Editor • Copywriter

[Web Site, Banner Ad, Animated Headers – http://www.sellusyourbooks.com](http://www.sellusyourbooks.com)

Created logo, Flash animation and website. Photographed book examples. Adobe Photoshop, Adobe Illustrator, Macromedia Dreamweaver, Macromedia Flash.

Drescher's Restaurant

• Project Manager • Creative Director • Animator • Developer • Editor • Copywriter

[Web Site – http://www.dreschers.com](http://www.dreschers.com)

Created Section-508 web site. Created Flash-based slide show to demonstrate how the restaurant was moved from one location in Waterbury, CT to its new home on Leavenworth Street. Software used: Adobe Photoshop, Adobe Illustrator, Macromedia Dreamweaver, Macromedia Flash, Adobe Acrobat.

EDUCATION

BS, Fine Arts: Southern Connecticut State University, New Haven, CT, 2002

Web Design Certification Candidate: Learning Tree International

RELATED ACTIVITIES

Web Design Instructor

Music & Arts Center for Humanity

Taught web site design and Adobe and Macromedia software products to at-risk youth. Performed extensive research on usability and accessibility and developed Section 508-compliant web sites.

ICCD Grant Recipient

Inner City Cultural Development Program

Participated in 15-week intensive training program funded by Connecticut Commission of the Arts and earned funding for career and project development.