

# JOSHUA NAYLOR

contact@joshuanaylor.com ♦ (512) 524-9085

## EDUCATION

BFA Photography ♦ Indiana University ♦ Bloomington, Indiana May 2006

BA Art History ♦ Indiana University ♦ Bloomington, Indiana May 2006

## SKILLS PROFILE

### WEB DESIGN & DEVELOPMENT

- Expert in coding standards based, cross browser compliant XHTML and CSS utilizing javascript, Flash, PHP, MySQL, & various UI libraries
- Highly experienced in Adobe Dreamweaver and Adobe Flash CS4
- Versatile in applying Adobe Fireworks as a rapid prototyping application for wireframing, mockups and user interface designs
- Professionally experienced in Search Engine Optimization (SEO) and Search Engine Marketing (SEM) and best web practices
- Knowledgeable in creating and administering various CMS and eCommerce solutions including Wordpress, Joomla, Drupal, OS Commerce, and Magento eCommerce
- An authority on social networking and viral marketing techniques including LinkedIn, Facebook, Twitter, Youtube, etc.
- Vast knowledge of Google Adwords, Google Analytics, and Webmaster Tools and how to optimize for a business application

### PHOTOGRAPHY & PRINTING

- Adobe Photoshop guru and specialist of digital photography retouching/photo manipulation techniques
- Excellent understanding of studio lighting techniques including strobe and flash
- Wide-spread expertise in media ranging from 35mm film, 120mm, 4x5 and digital raw files
- Detailed knowledge of photographing commercial products in studio and other environments
- Extensive black and white darkroom experience in both developing film and printing on fine art papers
- Broad knowledge of type-C color printing and archival digital inkjet printing techniques

### GRAPHIC DESIGN

- Skilled in various design software for print production including Adobe Illustrator, InDesign, and Photoshop CS4
- Extremely knowledgeable in commercial printing formatting and procedures

### OFFICE

- Experienced in all Microsoft Office 2007 applications with an extensive knowledge of Word, Excel, Outlook, and PowerPoint
- Expertise in the Google Docs platform and in migrating Microsoft documents to Google Docs.

- Trained in various CRM solutions and Invoicing software

## **EMPLOYMENT HISTORY**

### **DOXIA WEB DESIGN ♦ WEB DESIGNER**

*Elkhart, Indiana ♦ September 2008 - December 2009*

- Designed and programmed standards based websites for small to medium sized businesses utilizing various programming languages including xhtml, css, javascript, php, mysql. Implemented CMS systems and ecommerce shopping carts utilizing Wordpress, Joomla, and Magento Ecommerce.
- Regularly met with clients to review project goals and to create proposals for future developments.
- Photographed commercial products for ecommerce as well as business personnel and buildings for both web and print mediums.
- Administered Google Adwords campaigns on clients' behalf, set measurable goals, and tracked trends and metrics in Google Analytics.

### **SOUTH BEND MUSEUM OF ART ♦ CURATORIAL TECHNICIAN**

*South Bend, Indiana ♦ August 2007 - July 2008*

- Based on an eleven month grant, I photographed and archived the permanent collection into a digital database.
- Created various web and print design campaigns for both visitor marketing and educational purposes.
- Installed and packaged artwork for each exhibition and event.
- Curated and headed an exhibition of four museum teachers whose careers had spanned over thirty years.
- Provided IT support for staff members.

### **CHADON PHOTOGRAPHY ♦ PHOTOGRAPHER**

*Bloomington, Indiana ♦ June 2005 - June 2009*

- Contract photographer shooting various events including university, college, and highschool graduations; sorority bid days; Indianapolis symphony orchestra special events; Conner Prairie symphony on the prairie.
- Traveled all over Indiana and the neighboring states, often solo, to photograph graduation processions and family and class group portraits.
- Worked with 35mm film, 120mm, various digital cameras as well as strobe, flash, and natural light situations.

### **SOUTH BEND MUSEUM OF ART ♦ INSTRUCTOR**

*South Bend, Indiana ♦ January 2007 - March 2008*

- Taught *Digital Photography & Photoshop*
- The Class focused on understanding the DSLR and the point-and-shoot digital camera as well as how to work with digital files in Adobe Photoshop.
- The Course covered importing, scanning, manipulation, retouching, restoration, and printing.

## SELECTED WEBSITES

- Artisan Pixel Creative Solutions ♦ My Portfolio Site ♦ [artisanpixel.com](http://artisanpixel.com)
- Artulia Jewelry ♦ [artulia.com](http://artulia.com)
- Alan Enterprises ♦ [alanenterprises.com](http://alanenterprises.com)
- Colorado Harmony Feng Shui ♦ [cofengshui.com](http://cofengshui.com)
- Joshua Naylor Photography ♦ [joshuanaylor.com](http://joshuanaylor.com)
- The Olive Branch, INC ♦ [theolivebranchinc.com](http://theolivebranchinc.com)