

eric d. bigler



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CURRENT PROFESSIONAL EXPERIENCE

National Paintball Supply
Senior Web Designer
(November 2002 - Present)

www.nationalpaintball.com

570 Mantua Blvd., Sewell NJ. 08080

- Continually creating unique online identities to appeal to specific target audiences for various brands, products and apparel
- Responsible for the design, content and updating of multiple paintball websites and estores
- Lead Designer for 800paintball.com estore redesign, which increased average daily revenue 10 times
- Created and maintain an eBay storefront for 800paintball.com with sales averaging 22% of daily totals for the entire estore
- Increased natural google search rankings and decrease our Overture spending through keyword search analysis and page code optimization
- Initiated the use of LiveStats software to better analyze site traffic and target content revisions, referral sites and generate keyword lists
- Experienced in developing UI designs which provide visitors with a logical and 'user friendly' environment
- Coded forms and surveys to collect customer information and also capable of administering PHPbb forums
- Extremely efficient at writing HTML with stylesheets, optimizing graphics and photos, using flash with actionscript
- Familiar with setting up FTP/website accounts through IIS
- Increased site traffic via online marketing campaigns, banner ads and HTML newsletters
- Captured, edited and compressed weekly video segments used online to promote Paintball2Xtremes TV on Spike Network
- Involved with various other design projects including, printed advertising, logo creation and branding, T-shirt graphics and kiosk presentations

Websites include:

800paintball.com, empirepaintball.com, empireapparel.com, empiregirl.com, nationalpaintball.com, teamcolors.com, gofastpaintball.com

PREVIOUS PROFESSIONAL EXPERIENCE

The Creative Group
Freelance Designer
(August 2001 - November 2002)

www.creativegroup.com

1735 Market St., 25th floor, Philadelphia, PA

Worked with a wide variety of clients, both independently and as a contractor for the Creative Group. Projects required timely, professional and highly organized execution.

Beema Inc.
Senior Web Designer/Flash Animator
(November 2000 - July 2001)

www.beema.com

402 Ingalls St. Suite 7, Santa Cruz, CA

Lead animator for multiple tradeshow kiosk presentations. Responsible for developing animation templates for websites and rich media email campaigns. Worked with professional sound engineers and voice over talent. Directed and edited artwork submitted by independent designers and artists. Visual Designer for eBay's NetWorld+Interop keynote presentation.

Avevo/OnRadio.com
Web Designer/Webmaster
(April 1999 - October 2000)

1500 Green Hills Road Suite 205, Scotts Valley, CA

Designed and webmastered high profile national radio station and music magazine websites. Created streaming MP3 player skins. Selected as head designer for the redesign of Blaze.com (hip-hop magazine).

Notable clients include:

eBay, Applied Material, Sun Microsystems, RVSI, Powernetix, Spin/Vibe/Blaze magazines, Fubu, KROC, WMMR, Ecrio.com

RELEVANT SOFTWARE

Dreamweaver, Flash MX Professional 2004, Photoshop, Image Ready, Illustrator, Swift 3D, Swish, Premiere, Final Cut Pro, After Effects
QuarkXpress, Navision, Fireworks, Freehand and Powerpoint.

EDUCATION

Millersville University of Pennsylvania
BA of Art Millersville, PA
(Graduated December 1993)