

# J. David Powell

national brand marketing graphic design user interface advertising dhtml p.o.s. collateral packaging identity design information architecture sql cold fusion

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## education

Bachelor of Arts in Journalism & Mass Communications  
Visual Communications Sequence w/ Double Major in Asian Studies  
University of North Carolina at Chapel Hill

## employment

University of North Carolina School of Pharmacy  
Chapel Hill, NC  
Web and Application Developer (2002-present)  
Application development, website design, interactive and marketing collateral, project management, server management, distance education, information and systems architecture.

craf7 design  
Principal / Creative Director  
Apex, NC  
(2001-present)  
Freelance web development and graphic design.

Medfusion, Inc.  
Morrisville, NC  
Art Director (2000-2001)  
A spin-off of MedicalWeb.com, a capital seeking venture specializing in automated template driven website design and physician-patient interaction. Information Architecture, site design, template design, interface design, print and electronic collateral design, marketing, and advertising.

MedicalWeb.com, Inc.  
Morrisville, NC  
Web Developer (1999- 2000)  
Responsible for the creation and maintenance of the visual identity of VirtualMedicalGroup.com, a start-up company specializing in online physician consultations. Client site development, print collateral design and direction, image acquisition, mentoring/training of new developers, web positioning/marketing, advertising, etc.

Americal Corporation  
Henderson, NC  
Graphic Designer (1998-1999)  
In-house packaging, website, and collateral design for third largest hosiery manufacturer in the U.S. Established and collaborated on the visual identity of national brands such as Fruit of the Loom, Vassarette, Peds, as well as other private label brands for companies such as Wal-Mart JCPenney, Target, Sears and Kmart.  
Other responsibilities included:  
package design, collateral design, sales support, information architecture and implementation of website strategy for national advertising campaigns, photography art direction and assistance (NYC and Greensboro, NC).

References are available upon request

## awards and honors

UNC IT Awards Winner - April 2004

Member of Manager Group -  
Carolina Cold Fusion User Group - [www.ccfug.org](http://www.ccfug.org)

Employee of the Month - April 2000 -  
MedicalWeb.com, Inc.

Winston-Salem Journal  
Student Journalist of the Year 1993

## technical knowledge

### systems

Windows (all) , Win 2000 -2003 (IIS, DNS,Exchange),  
Macintosh , Unix-Linux (some)

### languages

DHTML, CSS, Javascript, Cold Fusion (Fusebox), SSL, SQL  
limited WML, XML, CGI, Perl, C, C#, ASP, ASP.net, Java

### software

Quark Express  
Adobe Photoshop/ImageReady  
Adobe Illustrator  
Adobe Pagemaker  
Microsoft Office  
Macromedia Freehand  
Macromedia Fireworks  
Macromedia Director  
Macromedia Flash  
Macromedia Dreamweaver  
Macromedia Breeze and Breeze Live  
Allaire ColdFusion  
Allaire HomeSite  
SGI Alias Wavefront

## freelance / contract

International Fetal Medicine and Surgical Society  
(Under Construction) primary website design - [ifmss.org](http://ifmss.org)

The Rho Chi Pharmaceutical Honor Society  
Website Graphic Design  
[www.rhochi.org/new/](http://www.rhochi.org/new/)

Alpha Chi Sigma (AXE) Member CD  
Flash User Interface for Printable Documents

International Fetal Medicine and Surgical Society  
conference site design and reservation system - [ifmss2004.org](http://ifmss2004.org)

Durham Marriott - Downtown  
website design - [www.durhammariott.com](http://www.durhammariott.com)

Poe, Hoof and Associates - [www.phalaw.com](http://www.phalaw.com)

TIME Marketing  
Search Engine Positioning, marketing, application design,  
system maintenance, logo design, and website design.  
[www.time-marketing.net](http://www.time-marketing.net)

The Business Clinic  
[www.thebusinessclinic.com](http://www.thebusinessclinic.com)  
Raleigh, NC

Crooked Smile Band  
Concert Collateral and Fundraiser Materials  
[www.crookedsmileband.com](http://www.crookedsmileband.com)  
Raleigh, NC

Turning Point Productions "The Violin"  
[www.tp.org/theviolin/](http://www.tp.org/theviolin/)  
Asheboro, NC

Havana Cuban Cafe  
Identity and P.O.P. Design

Group 88 (The Village Companies)  
"Don't get wasted " campaign logo and collateral material design  
An anti-drug and alcohol abuse campaign in cooperation with UNC and  
Tar Heel Sports Marketing. Implementation of marketing  
strategies across multiple media and product lines. Regional Distribution.