

# Laurel Brooks

7630 Zermatt Ln Charlotte NC 28226  
704.502.7674 laurel@mindwidth.com  
www.mindwidth.net

## SYSTEMS AND SERVERS:

Windows NT/2000/XP  
Mac OSX  
Linux  
Apache  
MySQL  
IIS

## TOOLS AND TALENTS:

Adobe Creative Suite 4  
(PhotoShop, Illustrator,  
FLASH, Dreamweaver)  
Adobe Flex Builder  
Corel Painter X  
Microsoft Office Suite  
e-commerce  
SEO principles  
Site Analytics  
UI principles  
e-learning tools  
RSS  
Feed Aggregation  
CMS applications

## LANGUAGES:

PHP  
ActionScript  
MXML  
XML  
XHTML  
HTML  
CSS  
JavaScript

## QUALIFICATIONS

A broad range of technical expertise with 14 years of experience developing online applications. Innovative thinker with superb communication technique and sensational collaborative skills. Proficiencies include user centric interface design and integration of legacy code with current technology trends. Dedicated self-directed problem solver motivated by new challenges in design and code.

## RECENT PROFESSIONAL EXPERIENCE

### **Director of Web Applications Development**

MindWidth 1/2003 - Present

Nurtured client relationships providing technology strategies to address business goals. Created enterprise level online training systems, electronic catalogs, data exchange applications, resulting in over 1000% ROI. Custom CMSs and online configurators (LAMP) development, designed style guidelines, guided corporate marketing in dramatic expansions of technology usage.

### **Creative Director**

CETLink 11/2001 - 11/2002

Directed the creation and growth of web development team for one of the southeast's largest ISPs. Dynamic sites reinforcing existing brand identity.

### **Creative Director**

BlurFactor 1/2001 - 10/2001

Creative lead for an internet development startup specializing in proprietary CMSs with simple elegant aesthetics and data driven content.

### **Director of Web Development**

iXL 5/1998 - 11/2000

Trained, managed and developed team of web and multimedia application designers. Design lead on over a hundred websites in multiple industries. Liaison between design and development ensuring functionality led form.

### **Multimedia Developer**

InTouch Interactive 9/1997 - 4/1998

Delivered numerous engaging applications for a wide range of clients. Key member of a talented team of professionals leading to the acquisition by iXL.

### **Chief Creative Officer**

Deosil 1/1996 - 8/1997

Website design and development for some of the earliest corporations to adopt online marketing strategies and presences.

## EDUCATION

Currently enrolled in MFA program - concentration in Digital Media  
Bachelor of Arts in Philosophy, 1986  
Florida State University, Tallahassee Florida