

Laura Lee Cundiff

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Experienced Internet Marketing Manager & Senior Designer

I have enjoyed a creative career developing and managing the creation of customer-focused, award-winning Web sites and printed communication pieces, and now I wish to relocate to Washington.

I have 22 years of communication design experience in graphic user interface development and print design in fast-paced consulting and academic medical center settings. I also have 10 years of experience in project and staff management, and can manage complex interactive projects and keep them on track and on budget. I am good at teambuilding and problem solving to achieve enterprise-wide goals.

Professional Experience

2001 – present: Internet Marketing Manager & Marketing Manager

University of Kentucky Medical Center, UK HealthCare Marketing, Lexington, KY

Manage the UK HealthCare Internet presence to develop awareness of the UK HealthCare brand and services, provide health education, and attract and retain patients.

- Provide creative lead and supervise staff in development of cohesive Web-based and print marketing campaigns, including ads, service brochures, direct mail, billboards and newsletters.
- Leading team in design of new UK HealthCare Web interface, site reorganization and patient-focused navigation, creating a consistent, robust, portal-based presence.
- Actively and effectively promoting the site via push e-mails, direct mail, and an eGreetings system developed and maintained in-house.
- Integrating licensed Greystone and EMMI patient education health content
- Tracking launch of features and WebTrends stats to judge effectiveness of initiatives.
- Successful in obtaining cooperation between hospital, clinics, doctors, and academic units in use of templates and MS Content Management System to unify Web presence.
- Coordinated and approved video ad spots, photo shoots, and ad agency activities.

1995 – 2001: Senior Interactive Media Designer & Project Manager

Analysts International Corporation, Lexington, KY

Managed design team, providing creative project direction for Web site development, interactive multimedia programming, kiosks, and computer-based training programs for government and corporate clients including Fortune 500 companies.

- As project manager, increased customer base by developing marketing materials, presenting services, estimating projects and writing effective proposals
- Designed award-winning user interfaces, information architecture and navigation
- Maintained project schedules and enhanced customer satisfaction
- Developed procedures that enabled customers to maintain own sites after delivery.
- Created award-winning documentation, technical illustration, computer-based training and communication pieces for clients IBM, Lexmark International and Ashland Oil.

1995: Design Consultant

Ashland Oil SuperAmerica Group, Lexington, KY

Designed store façades, signage, point-of-purchase displays, print communication pieces.

1991 – 1995: Marketing Communication Specialist

Square D Company/Schneider Corporation, Lexington, KY

Designed and developed marketing communication pieces, presentations, displays, technical documentation, training programs and industrial product design supporting the successful launch and promotion of Square D ELAN Home Electronics Network.

1984 – present: Owner, Tall Trees Design Studio

Studios in New York City and Versailles, KY

New York City clients include *The Village Voice*, *The New York Daily News*, Disney Company, Warner Brothers, Kipling Press, Just4Kids and Ariel Books. Kentucky clients include the Kentucky Horse Park, Meridian Advertising, Louisville/Jefferson County Government, PlanGraphics, Inc., Kentucky Gallery of Fine Craft & Art, Completely Kentucky, Brian Boggs Chairmakers and others. See www.talltreesdesign.com for samples of design work.

Technical Summary

Extensive experience with design software such as Adobe Creative Suite: InDesign, Photoshop, Illustrator, Acrobat, PageMaker; QuarkXPress, and with Web design software such as Macromedia Dreamweaver and Contribute; the Microsoft Office suite. Familiar with Toolbook, Corel suite, Adobe Premier, HTML, JavaScript, Macromedia Flash and Fireworks in Windows and Macintosh environments.

Education

1984: BFA, Communication Design, Pratt Institute of Art & Design, Brooklyn, NY, honors
1979-80: English Literature studies at Centre College, Danville, Kentucky

Training

Training in Adobe Creative Suite and Macromedia Flash; seminars in Six Sigma, Emotional Intelligence, Customer Service, Staff Supervision, Interwoven TeamSite Web Personalization software, Project Workflow and others.

Awards & Presentations

- **Presentation:** *Outsourcing an Online Patient Financial Portal*; delivered with Charlie Solomon on Nov. 8, 2006 at Healthcare Web Conference, Atlanta, GA
- eHealthCare Strategies Leadership gold award for UK HealthCare site design (2006)
- WWW Health Awards bronze for UK HealthCare site (2006)
- Healthcare Advertising Award for full page color Minimally Invasive Surgery ad (2005)
- Healthcare Advertising Award for full page color UK HealthCare ad (2004)
- American Advertising Foundation ADDY for eCommerce Web site (1999)
- American Advertising Foundation ADDY for Flash marketing CD (1999)
- Civic.com award for Kentucky Department of Agriculture Web site (1999)
- Society of Technical Communications Award for Lexmark Printer User Guide (1996)
- Society of Technical Communications Award, Lexmark Printer Setup Guide (1996)

References

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Additional Information

I have illustrated a number of published books. I also am an exhibiting painter and printmaker, and have experience in teaching and training. See www.lauraleecundiff.com for examples of fine art work.