

Mark C. Goodman

- Work experience**
- 5/2005-Present Center for Advanced Distance Education, UIC
Multimedia Designer/Media Coordinator/Project Manager
- Initiate, plan, schedule and execute complex projects related to multimedia productions.
 - Ensure that audio/visual requests are fulfilled on time and accurately to meet customer requirements.
 - Provide insight, recommend action, and pursue solutions to problems related to multimedia productions.
 - Identify and evaluate resources and obtain information relevant to multimedia production.
 - Strong focus on customer service, and quality standards.
 - Track and report on webcast viewership.
 - Ability to manage and deliver quality products on time and within budget.
 - Build GUI (graphical user interface) for a variety of sites and on-line applications.
 - Perform highly specialized work assignments in multimedia design and webcasting production.
 - Keep abreast of relevant legislation, rules, tools, procedures, technical specifications and developments in multimedia production (specifically video streaming).
- 4/2003 – 5/2005 Promotion Group Central
Internet and New Media Producer
- Produce layouts, UI (user interface), storyboards, animations, games, banners, on-line training and web sites for a variety of industries.
 - Develop and manage project scope, timeline and budget.
 - Maintain working relationships with developers, copywriters, art directors, salesmen and clients.
 - Coordinate with clients to ensure proper development, implementation and updates to deliverable.
 - Create new programs/promotions to increase sales or develop training for clients.
 - Conduct usability, system compatibility testing, and troubleshooting of product.
 - Program with FLASH Actionscript, PHP, XML, ASP.NET, HTML and MySQL.
- 3/1999 – 4/2003 ITQ LATA
Multimedia Designer
- Conduct design meetings with clients.
 - Determine appropriate technology to produce a dynamic web and print presence.
 - Design proofs for clients' approval, and subsequently build, code, market and manage projects.
 - Report on effectiveness of marketing campaign and suggest improvements to clients.
 - Work with a variety of industries including healthcare, travel, governmental agencies, education, retail, and business-to-business.
- 4/1998 – 3/1999 The University of New Mexico-Health Sciences
Graphic Designer/Coordinator
- Conceptualized, designed and produced curriculum, training, and promotional materials including ads, brochures, logos, exhibits, and displays.
 - Developed and produced web-based graphics and pages.
 - Consulted with faculty and staff to identify specific graphic needs, budget, constraints, and deadlines.
 - Served as a liaison between the client and printers/publishers.
 - Optimized the printing production process to ensure quality: produced printing and other reproduction specifications (selected ink, paper, and print quality), inspected proofs for accuracy, hired contractors (typesetters, printers, illustrators, photographers, cartographers).
 - Coordinated and supervised the work of others.
- 3/1996 – 4/1997 Imperial Wallcoverings Incorporated
Senior Designer
- Developed programs and system procedures for color management team.
 - Supervised and trained all staff members in Macintosh department.
 - Supervised day-to-day operations, managed and repaired computer software, purchased hardware, completed

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On-line portfolio:
www.54321zip/MarkGoodman

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- purchase orders, and evaluated vendor performance.
- Traveled to vendor sites to monitor and improve service of designs.
- Designed layouts and color schemes for final press release.
- Wrote proposals and implemented systems for department.

5/1994 – 3/1996 ColorImage

Project Manager

- Executed advertising promotions for corporate clients including McDonalds, Marlboro, Sears, Montgomery Wards, and Kohls.
- Produced chromes from concept through completion.
- Utilized Microsoft Office Suite, Macintosh, Windows, Unix, film plotters and Shima Seiki hardware.
- Managed client projects and dealt with all technical issues.

Education

1989 - 1993 Illinois Institute of Technology
B.S. Business Administration **Major: Marketing/Advertising**
Stuart School of Business 1993 Honors Graduate