

# JOSEPH G. NOTTOLI

WEB DESIGNER/DEVELOPER



PASSION AND PRECISION  
IN COMMUNICATION



**Joseph Nottoli** has 10+ years of experience of serving clients' needs.

He will make you money (more sales), save you money (at least 50% over design outside firms) and be quicker to market.

Mr. Nottoli is an idea maker and problem solver, using the appropriate technology to create and build what *needs* to be created and built.

- Individual and team player
- Interacts well with many types of people
- Broad knowledge base
- Contributes to the bottom line
- "Jumps into" any task at hand
- Hates missing deadlines

## OBJECTIVE:

To create, build and test kickin' Web. To get you quantifiable results. To constantly look for new knowledge and ways to improve, so as to raise your bar.

## SNAP SHOT:

Mr. Nottoli has established a long, successful track record serving many companies like Check Free Corporation (now Fiserv), Coca-Cola Company, Cox Interactive Media, Georgia-Pacific, The Home Depot, iXL, Thompson Recruitment (JWT), Ketchum PR, MCI (now Verizon), Scientific Atlanta (now Cisco), SAIC, TSys, WebMD and many others. He has jumped in to contribute to their bottom lines. He has written thousands of lines of code and created or edited thousands of images. He has completed countless, successful projects: Web, CD-ROM, e-commerce, e-mail; print: advertising, creative, corporate ID, sales/marketing, technical documentation, etc. He has been involved in client contact, art direction and project management.

## PERSONAL CHARACTERISTICS:

- Symbiosis of creative design and technical abilities
- Detailed, methodical approach to work
- Excellent critical thinking and problem solving skills
- Strong written and verbal skills
- User-centered design that helps clients meet their business needs
- Experience as an individual and in groups with diverse skill sets and even agendas
- Ability to interact with other experts (other developers, IT, IA, QA and account managers, executives)
- Project management skills
- Team leader or member (depending on the goal)
- Successful in many different environments: creative agency, large corporate mar-com, freelance/contract
- Experience in many different industries
- Client information gathering, presentation and other forms of outside interaction
- Understand and advise on methodologies, project planning, hardware and software selection (and procurement)
- Technology advisor and thought leader – often unofficially
- Using a pencil and a piece of paper for design, first
- Broader marketing skills and strategic business thinking

**HARD SKILLS:**

- Adobe Dreamweaver and hand-coded HTML and variants; CSS
- Adobe Photoshop, Illustrator and rest of Suite
- Adobe Flash
- Other rich media (like JQuery components and themes)
- FLV video encoding
- Adobe Acrobat
- Quark XPress and other desktop layout (DTP)
- Eclipse and FTL logic
- FTP applications and file management
- SVN asset and code versioning
- Audio recording/editing applications; production
- Heavy Web UI prototyping
- Graphic optimization from my design or others'
- CMS
- MS Office suite use
- Machine and network infrastructure knowledge
- W3C Web Standards; Section 508/ADA compliance
- Interface and content design for improved SEO ranking
- HTML emails
- QA testing and reporting
- Cross platform and browser compatibility
- Environments: Static, Java, ASP/ASP:Net, JSF/JSP, PHP; MS IIS, Open Source servers (i.e.: Apache, JBoss, Tomcat); Oracle, SQL, mySQL and other databases
- Multi-language Java property resource bundles from databases
- Macintosh and PC platforms
- Logo and corporate ID design and style guides
- Print design and production
- Creative advertising/marketing campaigns; copywriting

**EMPLOYMENT HISTORY:**

**Graphic, Web Designer and Developer:** Joe Nottoli Design – Marietta, Georgia – *January 1999-Current*

**UI Developer:** The Home Depot – Vinings, Georgia – *October 2010-November 2010*

Edited special sale pages – and anything else to assist the Front End Development group with their holiday workload. One special home page saw 1,028,912 unique visitors and earned \$900,000 in revenue in just one day.

**UI Developer:** TSys – Alpharetta, Georgia – *February 2010-July 2010*

Built CMS Web application for 90+ major corporations' loyalty programs, featuring dynamic, content and **structure**.

**Web Designer and Developer:** Key&Keys – Atlanta, Georgia – *October 2006-May 2009*

Mastering new skills and fulfilling several roles saved this startup company one or more additional employee salaries.

**Web Developer:** CWK Network – Atlanta, Georgia – *October 2005-March 2006*

Co-developed content management system to propel Web site to higher level – leading to faster content updates in time-critical news environment. Re-designed site to offer visitors more product buying opportunities throughout news content, better e-commerce, special offer mini-sites and opt-in mass e-mailings. Product sales almost doubled within weeks of site's re-release.

**Graphic and Web Designer:** ImageRight – Conyers, Georgia – *January 2002-January 2004*

Saved company thousands of dollars per year (25-30% the cost of outside agencies) designing and producing many different projects in-house. Constantly looked for and found ways to contain vendor costs, maximizing value from smaller project budgets.

**Graphic and Web Designer:** MaxRate.com – Atlanta, Georgia – *March 2000-December 2000*

Fulfilled multiple employee roles to bring projects to completion cost-effectively.

**OTHER STUFF:**

- Mr. Nottoli has designed and built a digital recording studio, where he utilizes his playing, recording, mixing, production and project management skills
- He enjoys instrumental performance, cycling, waterskiing, photography, fine wine and food, and wine making

**EDUCATION:**

**University of San Diego:** San Diego, California

Completed BA: Major: Communications Studies, emphasizing Mass Media. Minor: Music

Graduated with honors (*Cum Laude*)