

## FRANCES DUNCAN

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## EXPERIENCE

### GRITMEDIA, New York, NY

#### Freelance web consultant *November 2001–Present*

- Consult on the strategy, design, and implementation of freelance web projects
- Develop and design cohesive branding collateral
- Execute web designs using standards-based XHTML and CSS
- Coordinate schedules and follow through on project organization from ideation to rollout

### SPARKNOTES / BARNES & NOBLE PUBLISHING, New York, NY

#### Web creative director *September 2005–July 2006*

- Formalized site objectives and strategy and evaluated progress toward business goals at Barnes & Noble publishing subsidiary in the high school and college market
- Directed website design and information architecture, streamlined site taxonomies, and guided development of user interface designs
- Spearheaded large-scale website redesign, reorganizing site structure to accommodate breadth and depth of content
- Supervised web production schedule
- Directed technical and creative staff

#### Senior web editor *April 2004–September 2005*

- Created online complements to print products, collaborating with editorial staff, web developers, and ad sales team
- Conceived and oversaw launch of site community area featuring a daily weblog
- Wrote, edited, and proofread site articles and promotions
- Managed customer service inquiries and website errata

#### Web editor *September 2003–April 2004*

- Assisted in all facets of print-to-web publishing
- Handled customer service inquiries, monitoring for problems and trends
- Gathered and interpreted site statistics

### INSIDE.COM, New York, NY

#### Interactive designer *May 2001–October 2001*

- Executed redesign of eight database-driven sites
- Hand-coded HTML and processed graphics

### BRILL'S CONTENT, New York, NY

#### Web designer *May 2000–May 2001*

- Led redesign of magazine website, working closely with senior designer and creative director
- Designed page mock-ups, retrofitted old pages, hand-coded HTML

## SKILLS

- Proficient in X/HTML, CSS, Photoshop, Illustrator
- Familiarity with Mac and PC systems
- Working knowledge of JavaScript, Unix, Flash, InDesign

## EDUCATION

Sarah Lawrence College, Bronxville, NY  
Bachelor of Arts