

# Andrew Camp

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## Career Summary

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Over thirty years of design experience creating outstanding customer experiences for a variety of developmental environments, including web sites, photography, videos, multimedia applications, illustrations, print publications, logos and more.

Champions the integration of creative solutions with technology and business strategies with a focus on improving the interaction between humans and technology. Outstanding methodologies around high design standards and customer relationships. Strong interpersonal skills. Experienced in leading creative and production teams.

Passionate about crafting smart design and relationships that functions well for all users and go far beyond day-to-day tasks.

## Professional Experience

### Skidmore College [2000-2019]

#### Director of Web and Print Design and Development (2006)

[<http://www.skidmore.edu>]

Serve as the primary administrator for the college website, working closely with content contributors and editors across campus. Responsible for design and functionality updates, as well as training campus users on the content management system. Duties also include maintaining the college's online presence and educating campus constituents about best practices for all variations of content and ADA compliance. Awarded a CASE District II Gold Accolade Award for Skidmore College web designs.

#### Details of responsibilities:

- Client relations - Point of contact for all incoming projects and support
- Hiring and management of web and print staff
- Manage budget and all expenditures related to web and print
- Web and print design - all facets (web, all print design and production, photo editing & more)
- Illustration - maps, logos, and other projects
- Oversee periodical redesign of the Skidmore website, including:
- Surveys, usability testing, selection and invitation of oversight committee, redesign and implementation, consultants liaison, focus-group moderator
- Selection, implementation and maintenance of 3rd party systems - Acalog for the college catalog, Extensis for the digital asset library, Boardbook, Guidebook application, imodules alumni website platform, informz email management system, hubspot and more.
- Coordinate innovations for the delivery of content with the Director of Marketing and Engagement, Director of Media Relations and the Vice President of Communications and Marketing
- Programming and page development in social network programs
- Development of internal websites with both academic and administrative departments
- Development of videos for advancement and admissions purposes
- Email design, development and coordination
- Statistical analysis using heat maps, google analytics, hubspot and other programs.
- Selection and implementation of project management systems to track web department projects
- Ensuring ADA compliance of all websites, emails and 3rd party programming
- Campus Photography - taking of, coordination of and archiving
- Coordination of classes for the instruction of new technologies and cms usage
- Design and coordination of the campus virtual tour with outside vendor
- Member of the strategic planning committee, closely worked with the President's office on web development, presentations, surveys, documents and idea generation and implementation.
- Appointed by the Skidmore President to the Inclusion Liaison committee member. Responsible for planning and coordinating diversity and inclusion related events on campus

**Electronic  
Communications  
Manager**

**Skidmore College [2000-2006]**

Manager of the Skidmore College web presence, consisting of over 50,000 web pages and 200 sites. Focused on the strategic planning of the design and architecture of the college web site.

Responsibilities included:

- Manager of web design and web architecture development
- Web style guide creation
- Design and implementation of new athletic mascot logo
- Selection and implementation of a content management system
- Print design and printer coordination
- "Trinket" design and coordination
- Employee education
- Provide web leadership - strategic direction, staff leadership, and project management

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**Professional Experience**

**Ahlstrom-Kamyr [1992-2000]**

**Graphic Designer**

Coordinated the design and printing of all support materials for the sales and engineering forces of the company. This included working with the product originator to design to specifications; coordinate the printing and delivery of the final piece. Other duties included slide presentations, illustrations, logo design, bulletin board (precursor to the web) and web design.

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**Professional Experience**

**Economy Dry Goods [1991-1992]**

**Graphic Designer**

Designer and illustrator for weekly sales publications. Duties included working with buyers to illustrate sales merchandise as well as the layout, design and printing of newspaper ads and multi-page flyers.

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**Professional Experience**

**Freelance Design**

Award winning photography, print and website design and support, and general technical support for over 200 clients over 30 years.

**Websites:**

The Outlets at Lake George - [www.fmcljo.com]

Boyce and Drake Plumbing - [www.boyceanddrake.com]

Plumbers & Steamfitters Local Union 73 - [www.ualocal73.net]

Queensbury Power of Pink Volleyball Tournament Fund Raiser (www.qbypowerofpink.com)

**Design and Photography:**

Calgary Flames (NHL)

ECHL All-star game head photographer

Hockey Hall of Fame

Queensbury Volleyball

Saratoga Sod

CaroVail

Adirondack Balloon Festival

Intelliprop Gen-Z Technology

More web designs, logos and print design samples at [www.andycamp.com](http://www.andycamp.com)

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**Education**

**Rochester Institute of Technology**

B.F.A. in Graphic Design from Rochester Institute of Technology

A.A.S. Minor in Global Studies

**Post-graduate studies and conferences include:**

- Graph Expo East - Photoshop, QuarkXpress
- QuarkXpress advanced with Frank Romano - R.I.T.
- Photoshop Beginner Class - R.I.T.
- Photoshop Intermediate Class - R.I.T.
- Photoshop Restoration and Retouching Class - R.I.T.
- Photoshop Master Class - R.I.T.
- Macromedia Director Intermediate Training - Toronto, Ont.
- CASE "Communications in Cyberspace" Conference

## Education (cont.)

- HighEdWeb at R.P.I.
- WEB2001 San Francisco - Web Accessibility, Web Usability Testing among others
- HighEdWeb at Ithaca
- Oracle University: Introduction to SQL and PL/SQL
- Macromedia DevCon Orlando - ColdFusion and Dreamweaver courses
- Macromedia Max New Orleans - ColdFusion and Dreamweaver courses
- Macromedia Flash Rich Media Design
- HighEdWebDev
- EDUCAUSE/Cornell Institute for Computer Policy and Law
- **Management Dynamics**
- Effective Problem Solving
- Solving Problems and De-escalating Conflicts
- **Project Management Skills**
- OmniUpdate Training in XSL and XSLT
- **Skidmore Leadership Academy Class**
- Adobe Max - various classes

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## Programs, Platforms and Equipment

- **Adobe Creative Cloud Suite**
  - Photoshop - Expert
  - InDesign - Expert
  - Illustrator - Expert
  - Fireworks - Expert
  - Dreamweaver - Expert
  - Flash - Expert
  - Edge
  - ColdFusion
  - Acrobat Pro DC - Expert
  - Premiere
  - XD
  - Lightroom
  - Illustrator Sketch
- **Microsoft Office**
  - PowerPoint - Expert
  - Word
  - Excel - high intermediate
- **Analytics**
  - Crazy Egg
  - WebTrends
  - Google Analytics
  - Nettracker
- **Project Management**
  - Workzone
  - Trello
  - Basecamp
  - Slack
- **Code**
  - Unix (Intermediate)
  - CSS (Intermediate)
  - HTML5
  - XML (Beginner)
  - XSL and XSLT (Beginner)
  - SQL, MySQL, Php MySQL (beginner)
  - ASP (beginner)
  - PhP (beginner)
- **Website Content Management Systems**
  - OmniUpdate (cms) - Expert
  - WordPress - Expert
  - Joomla - High Intermediate
  - Drupal
- **Social Media**
  - Twitter
  - Facebook
  - Instagram
- Flipping-books
- 3D illustration
- CorelDraw X8 - Expert
- QuarkXpress - Expert
- Mac and PC platforms - High level of knowledge
- HubSpot - Email Service Provider
- Kayako Helpdesk System
- Kronos Workforce Management System
- Bananatag email design and tracking
- Stillio - page capture
- Higher Logic email design and tracking
- Acalog college catalog management