



# Victor E. Ritchey Resume

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## SUMMARY

A multi-faceted, creative individual experienced in the complete website life cycle from project management, sitemaps and wireframes to website design and front-end programming as well as e-mail marketing design, development and deployment. My diverse business background includes design and development for the pharmaceutical, educational, and financial markets as well as other industries and non-profits.

## EXPERIENCE

**VRDesignz – Website Design and Development Consultant** 2008-Present

Lincoln Educational Services, *Web Designer* (February 2011 – Present)

- Design and develop online campaigns, promotions, emails, landing pages and banner ads as well as micro-sites adhering to a user centered design methodology
- Program front-end HTML, XHTML, CSS, JavaScript and JQuery prototypes to be used for Drupal and Wordpress backend frameworks
- Test and QA all programming and site compatibility with multiple browsers and operating systems to ensure functionality and usability
- Create and update flash banners and creatives supporting a consistent and superior feel for all online projects that tie into offline product designs and build online lead generation for marketing
- Collaborate with department directors, creative and graphic teams and programming to deliver multiple projects on schedule

Medco Health Solutions, *UX Design Developer* (March 2010 – September 2010)

- Designed and developed HTML prototypes of user interface for client-facing web applications ensuring usability and consistent end user experience
- Programmed front-end HTML, XHTML, CSS and JavaScript for Expert Advisor Application with a backend EXT-JS framework
- Applied user-centered design methodologies in developing front-end to resolve complex business requirements and shared and updated documentation through Sharepoint
- Collaborated with business owners, project managers and programming teams to support requirements, analyze business needs and translate into functional web applications
- Ensured full integration as user advocate developing and applying UI standards throughout the product development process

Roche Pharmaceuticals/Genentech, *Web Design Developer* (June 2008-February 2011)

- Team member and project manager representing Media Design Management department for the Boniva brand and unbranded products
- Designed and programmed solutions that complemented established brand and corporate identity and recommended creative solutions to brand teams
- Interfaced with key business owners and collaborated effectively with cross-functional teams that included Marketing, Creative Agencies, and Programming Support
- Managed, developed and maintained branded and unbranded websites using HTML, XHTML, CSS, JavaScript as well as eCRM e-mail campaigns for Boniva ensuring cross-browser and cross-platform functionality
- Developed and maintained monthly e-mail and marketing newsletter campaigns
- Updated and maintained internal intranet sites through Sharepoint
- Designed and developed Flash demo for Client Training & Development's learning management system to drive people to their value-added services
- Developed and maintained an Online Welcome Stream micro-site and eCRM e-mail campaign to increase compliance and persistency among Boniva patients. Developed micro-sites that communicated value through streaming videos, reinforced messaging through tips, articles and personal messaging from Sally Field
- Designed and developed website for Boniva Money-Back Guarantee program to generate demand for branded requests and to reinforce Boniva's efficacy message and confidence with patients and physicians

- Developed and designed a fitness section for Boniva to motivate diagnosed women to participate in treatment and generate interest through a fitness program, video, viral marketing and monthly eCRM e-mail journals

Zootoo, LLC, *Web Designer* (January 2008-May 2008)

- Transformed, organized and redesigned a pet social networking website to increase user interaction, retention and vendor partnership relationships

*DigitalGrit (Zeta Interactive) – Website Developer and Designer* 2001-2008

- Designed, developed and managed e-mail marketing campaigns, monthly newsletters and website design and development including site maps, wireframes, banner ads, landing pages, flash demos and user interface analysis
- Utilized classic ASP, MySQL, MS-SQL, HTML, XHTML, CSS, JavaScript, and VBScript in developing websites in Dreamweaver including web graphics using Photoshop and multimedia elements in Flash using ActionScript and audio components in Audacity
- Executed e-mail campaigns in MediaPlex MOJO Mail and maintained lists using MS-SQL
- Project management experience includes gathering client project requirements and expectations, managing website design and maintenance to ensure the project is profitable
- Clients included: ADP, Peoples Education, SchoolNet, Stevens University WebCampus, Dauphin, Digene, HPVTest, Wynn, Citibank, Prudential, PetStyle, DataSynapse, Novo Nordisk, MannKind and Allergan

*RCM Solutions – Website Development* 2000-2001

- Website design, development and maintenance for various clients in the pharmaceutical, retail and manufacturing industries using ASP, HTML, JavaScript
- Developed wireless demo programs in HDML
- Clients included: Rehabmax, Circuit City, Best Buy and corporate RCM website

*The Janus Group - Web Services Developer* 1999-2000

- Designed, developed and coordinated all client website projects, survey marketing landing pages and e-mail marketing campaigns in HTML, ASP, MS-SQL and JavaScript
- E-mail marketing campaigns included BMG Music Service, FreeLotto, First USA Bank, LuckySurf and SportsFan
- Clients included: AT&T Campus Alliance, AT&T College Intranet, and MediaPrints. Internet web surveys include Field & Stream, Modern Bride, New Parents, First USA Bank, Home Shopping Network, and Nickelodeon Blues Clues

*AlphaNet Solutions - Internet Development Consultant* 1995-1999

- Designed, managed and developed Lucent Technologies' End User Services (EUS) intranet website using classic ASP, MS-SQL, HTML, and JavaScript
- Maintained and enhanced Provident Bank's website using HTML
- Team member for Panasonic and Nabisco network management and client support

## EDUCATION

2012 - Associate of Fine Arts, Visual Arts (4.0 GPA), County College of Morris, Randolph, NJ  
 2005 - Website Design and Multimedia Certificate, Sessions Online School of Design, NY  
 1978 - Commercial/Visual Arts, Art Institute of Pittsburgh, Pittsburgh, PA

## PROFICIENCIES

**Software:** Dreamweaver, Photoshop, Illustrator, InDesign, Flash Professional, Acrobat Professional, Microsoft Visio, OmniGraffle Professional, Microsoft PowerPoint as well as video and audio editing using Adobe FLV Encoder, Windows Media Encoder, Ulead Video and Audacity

**Languages:** HTML, XHTML, CSS and CSS frameworks, ActionScript, JavaScript and JQuery framework

## HONORS

2006-2010 Deans List, County College of Morris, Randolph, NJ  
 2007-2010 Invitation for Phi Theta Kappa Chapter of International Honor Society