

# Shere McClamb

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## Web & Graphics Designer / Training Developer / WebMaster

RESULTS ORIENTED, PERFORMANCE DRIVEN, HIGHLY MOTIVED TRAINING DEVELOPER AND WEB PROFESSIONAL committed to quality, documentation, and accountability to ensure the best opportunities. Expert Knowledge of XHTML (standards compliance and accessibility), Cascading Style Sheets (CSS), Adobe Captivate/ Framemaker/Fireworks/ Dreamweaver /Acrobat with LiveCycle, Microsoft Office in Windows/Visio/Sharepoint. IIS 6 Server administration and trouble-shooting experience and LMS: Moodle.

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## PROFESSIONAL EXPERIENCE

Training Developer (2011 to Present)

**NC DHHS: Division of Information Resource Management, Raleigh, NC**

Training developer and field support applications specialist. Responsibilities include: ILT/WBT/Job Aid creation and statewide training and on-site user support on web-based application and procedures. Applications used include MS. PowerPoint, Adobe FrameMaker, Captivate, Fireworks Dreamweaver, and the open source LMS Moodle.

- **Create and conduct trainings for the** NCFAST application.
- **Create and update** application and procedural documentation including trainer, trainee, and procedure manuals.

Business Systems Analyst (2010 to 2011)

**North Carolina Administrative Office of the Courts, Raleigh, NC**

Trainer and field support specialist in the area of juvenile case management. Responsibilities include: statewide training and on-site user support on web-based application and procedures involving delinquency and undisciplined juveniles.

- **Document and test** changes in Administrative Office of the Courts application processes.
- **Technical and Procedural Support** for Judges and Clerks of Court.
- **Conduct trainings and one-on-one support** of procedure and applications.
- **Create and update** application and procedural documentation.

Webmaster (2008 to 2010)

**Saint Augustine's College, Raleigh, NC**

Branding guidelines driven through identity design, program look-and-feel, overall program marketing communications and creative content development and execution. Management responsibilities include oversight of brand management, adherence to corporate identity standards, budgetary compliance, outsourcing projects, fulfillment for various initiatives, design-flow methodologies, and project follow through from beginning to end.

## Professional Experience (cont.)

- **Managed multiple, concurrent** projects in different stages.
- **Designed cover and graphics** for Governance Handbook.
- **Supervise in-house and outside agency designers and copywriters** in development of overall creative execution, branding development and adherence, interface design, usability, and information architecture.
- **Identify communication strategies;** assist in the production and transmittal of announcements and information in electronic form for the web and print; and promoted effective media relations and institution-wide programs.
- **Performed lead role** in the design and production of print, identity, packaging, multimedia, web designs for regular, special, and annual events.

## Interim Webmaster (2008)

**Johnston Community College, Raleigh, NC**

Provided administrative direction, organization, and professional support for Web Services, while providing leadership with regard to strategic initiatives for online marketing of the College and the College Foundation.

- **Coordinated** printed material for electronic conversion.
- **Produced project status reports** and resolved day-to-day issues.
- **Developed and nurtured productive relationships** with faculty and staff to facilitate JCC's web presence evaluation.

## Adjunct Instructor (2003 to 2008)

**Johnston Community College, Raleigh, NC**

Proficient in developing effective and innovative curriculum and authentic assessment models to meet Institutional goals. Combining creativity with strong verbal, written, and presentation skills that translated into graphic designs that satisfied project requirements.

- **ITN110 Intro to Web Graphics:** The creation of Web Graphics in Fireworks MX 2004 which include identifying and working with various web graphic file types, image compression, and conversion, and image slicing for improved download times.
- **ITN130 Web Site Management:** I teach students the importance of and how to create Web site structural design that is easy to maintain and update and, management of cookies and temporary files. Web site architecture creating highly functional directory structures that are crawlable by search engines to maximize page placement.
- **ITN140 Internet Protocols:** Web Protocols http (hypertext transfer protocol), SMTP (simple mail transfer protocol), ftp (file transfer protocol), pop3 (post office protocol) and the TCP/IP (transmission control protocol and Internet protocol) Stack as it relates to Web design. TCP, which is involves but not limited to connection establishment, TCP sliding window, TCP packet format, TCP packet field descriptions and UDP which is the user data protocol. IP which is responsible for IP packet format, IP addressing, IP address classes and Dynamic IP Addressing.
- **Adult Classes included:** Microsoft Word versions 2003, 2005 and 2007. PowerPoint 2003, 2005 and 2007, and Macromedia Dreamweaver MX 2004

## **EDUCATION & PROFESSIONAL DEVELOPMENT**

**M.A., Organizational Leadership**, Gonzaga University, 2011

**B.S., Organizational Development**, Mount Olive College, 2008

**AAS, Network Administration & Support**, Johnston Community College, 2003

**North Carolina Central University, Studio Art**, 1994

### **Highlights of Continuing Professional Education:**

- Ph.D. in Information Technology, Currently Enrolled
- Graduate Certificate in Servant Leadership, Gonzaga University, 2010
- EDUI Web Conference, University of Virginia, 2009
- Associate Web Designer Certificate, 2004, World Organization of Webmasters
- Cisco Networking Certificate, 2002

Online Portfolio Website: <http://sheremclamb.com>

More information can be found at: <http://InnovativeDesignAlternatives.com>