

## DAVID DITZLER

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### WORK EXPERIENCE

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#### **2005 - 2008 David Ditzler Photography, Owner, Chicago, IL**

- Shot the Iceman Cometh Challenge, the country's largest off-road cycling event. In less than one week, sorted, processed, and posted 10,000+ images from multiple photographers for online sale. Designed and built most of the system, including electronic sorting. Handled printing and fulfillment.
- Shot national campaigns for Loyola University with their Chicago-based Ad Agency
- Shot still photography and training videos for Atlanta-based Raving Brands, a company consisting of over 500 restaurants with 9 different franchise brands.
- Designed and built my own photo studio, complete with color-calibrated Mac and PC workstations, overhead mounted lighting grid on tracks, and wireless strobe firing and image transfer
- Redesigned my website with RSS feeds, proper keywording and optimized code for search engine results. Moved my page from not listed to first page results in Google, AOL, MSN and Yahoo.

#### **2007 Hubbard One, Freelance design contractor, Chicago, IL**

- Worked in the creative department of 120 person web development firm
- Web design and HTML, CSS, Javascript coding of websites using dynamic back-end
- Video editing, optimizing encoding and delivery for web playback

#### **2003 - 2005 Strikeforce IT, Partner, Chicago, IL & Los Angeles, CA**

- Developed Strikeforce IT, Inc., a specialized temp agency, as a start-up venture with two partners
- Responsible for on-line marketing and new business leads
- Consulted on all initial projects for example, Merisant (Equal sweetener) for internal SAP portal project redesign.
- Responsible for focus groups, user interface design and coding of interface

#### **1999 - 2003 Dynamic Media Design, Inc., President, Chicago, IL**

- Founded Dynamic Media Design, Inc., a web design firm, as a start-up venture with no outside investors
- Produced "Crankmeister Video 2001" for SRAM, named Best Video of the Year by Mountain Bike Magazine
- Negotiated contracts with small and large businesses, domestic and abroad, including Amazon.com, The LaSalle Bank, Getty Images and Clearstream International
- Dynamic Media Design, Inc., grew from one client to 7 European-based clients and 22 American-based clients in less than 2 years. Grown organically, we relied on word-of-mouth, high quality work, customer management and support
- Managed multiple projects concurrently with 4-8 people
- Created entire web sites from start to finish and/or worked on specific aspects such as interface design and usability testing for larger projects

#### **1994 - 2000 Freelance, President, Chicago, IL**

- Organized, designed, created and administered on-line solutions for clients within the U.S. and abroad including e-commerce, database integration, interactive elements, audio, video, immersive imaging, live data and audio/video streaming
- Involved in all aspects of business sales, creative and technical developments, training in the U.S. and Europe, and continual customer support
- Taught classes in Photoshop at Sears Corporate Office and trained others in Desktop Publishing and Web Design at the Chicago-based Computing Solutions & Training Seminar
- Midwest Team Leader of sports photography for Brightroom, the nation's largest event photography company

## SKILL SET partial list

### SOFTWARE & HARDWARE

- Mac, PC and UNIX hardware to the component level
- Fluent in Mac OS X and Windows
- UNIX, basic commands only
- Microsoft - Office, Project & Visio
- Adobe - Photoshop, Premier, Illustrator, InDesign, InCopy, Director, Acrobat, After effects, Flash, Flash Video Encoder, Dreamweaver, Lightroom
- Apple - Final Cut Pro, Motion, Color, Soundtrack Pro, Shake, Garageband, iMovie, iDVD, Livetype, QuickTime Pro, Pages, Keynote, iPod, Apple TV, almost every Mac since 1985
- Google - Blogger, Earth, SketchUp, Reader
- Quark - QuarkXPress
- Color profiles for printing, on-screen proofing and device specific rendering
- Networking - LAN, WAN, Wi-Fi, GPRS, EDVO, VNC, WPA/WEP, VPN

### CREATIVE

- Can take projects from brainstorming and concepts through client presentation to final execution
- Worked on nearly every type of web technology available including: banner ads, email marketing, mini-sites, social-networking sites, vial video, online videos, wecasting, blogs, RSS & Flickr feeds, click tracking, click-through ads, affiliate programs, QuickTime VR, Javascript and Flash video galleries, webcams, online forms, cookies and more.
- Design - print, electronic, motion graphics and product
- Photography - food, people, event, sports & products
- Video - directing, shooting, editing and encoding for delivery (CD-ROM, DVD, Podcast, Web including, YouTube, e-mail, Apple TV, iPod, etc)
- Audio - recording, sound sweetening and compression for delivery
- 3D and synthetic imagery - 3D illustration from simple concepts to photo-realistic.

### ON-LINE

- CSS
- HTML & DHTML
- Javascript
- Blogs & RSS Feeds
- Keywords & Tags
- SEO strategies
- Flickr, Veoh, YouTube, Myspace, Yahoo Pipes
- Podcasts, audio & video
- Optimization of code, still images and video
- social networking
- Web 2.0 & Mashups
- FTP, SFTP
- Skype, iChat, AIM
- Forums & newsgroups
- Widgets
- Webcasts
- Webcams
- 65,000+ views on my YouTube account  
most reviews 4+ stars
- eBay Power Seller with 100% positive feedback

## CLIENTS partial list

- Apple Computer
- Amazon.com
- Allied Van Lines
- Getty Images
- Panoramic Images
- Oakley
- Loyola University
- NBC.com
- The Center for Atmospheric Research in Antarctica
- CNN
- Daimler-Benz
- The Digital Storytelling Festival
- The European Commission
- The German Health Ministry
- General Electric
- Illinois Dept. of Transportation
- The LaSalle Bank
- Merisant
- Motorola
- Playboy Enterprises
- Red Bull
- Sears
- University of Chicago

## EDUCATION

**1988-90, 93** Milwaukee Institute of Art & Design, Milwaukee, WI, BFA Industrial Design

**1988** University of Wisconsin, Milwaukee, Milwaukee, WI, Liberal Arts

**1987** AST Research, Irvine, CA, Computer Technician

**1985 - 1986** Rochester Institute of Technology, Rochester, NY, Industrial Design