

JODIE EILERS

208.420.8713 JODIEEILERS.COM JODIE.EILERS@GMAIL.COM DESIGN IS LOVE. ART IS LIFE. LIVE THE DREAM.

## WEB & FLASH

**EXPERIENCE:** I am very often asked if I have web experience and what I am comfortable doing for web. I am very comfortable preparing graphics for web. I have basic xhtml/CSS skills with which I can design and code simple pages or e-mail newsletters (xhtml tables and inline CSS). I am comfortable working with e-mail mass mailing services. I am generally comfortable editing existing code for more complex html/xhtml/css websites. I am able to build basic animated gif web banners and keyframe based (short and simple) Flash animations. My Flash abilities are limited, but improving (the rollover thumbnail menus on my website are Flash, for instance). I have taken Action Script 2 classes but don't feel comfortable doing coding for contract work yet, though understanding the basics has improved my ability to design for the potential and limitations of Flash. Also, web development is not my professional specialty, so it does take me a little more time than average. Following pages show some examples of web and animation work I have done.



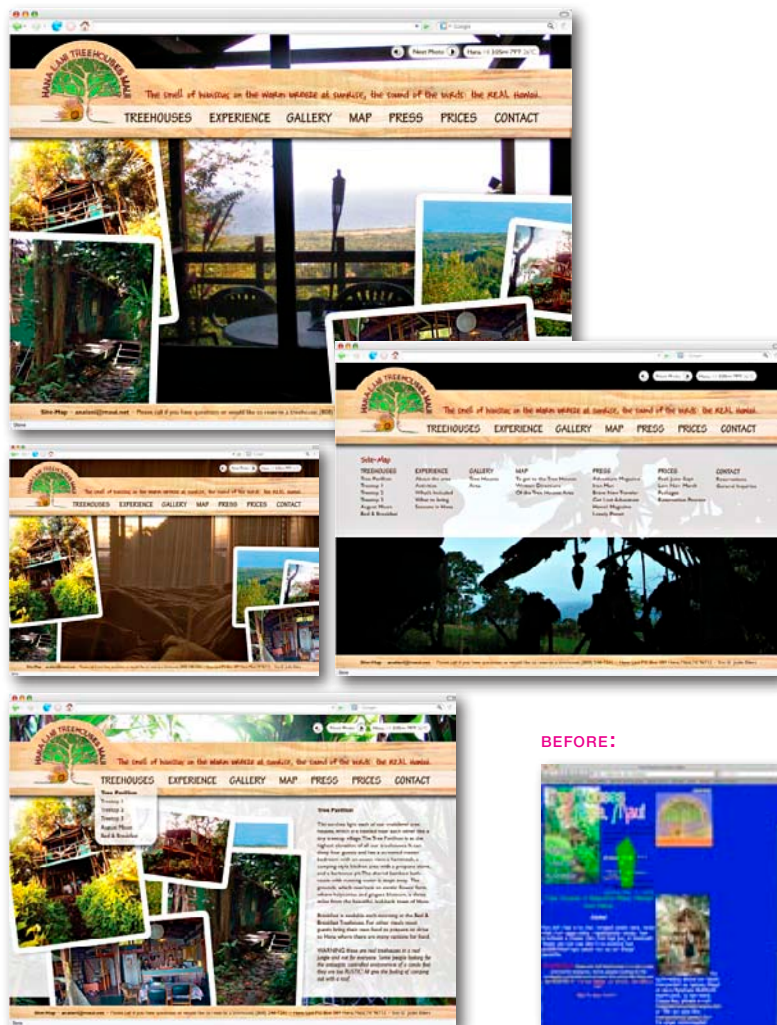
# WEB

**THOUSAND SPRINGS FESTIVAL:** Along with logo, cabinet, signs, advertising and col-lateral for the festival, I designed a Flash website. While I don't currently do my own action scripting, basic Action Scrip 2.0 classes have given me the ability to better design for Flash and better ability to communicate with the Flash developers.



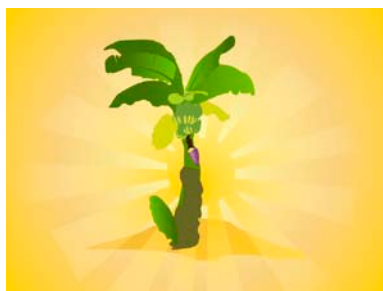
# WEB

**HANA LANI TREEHOUSES MAUI:** Basic action scripting classes have given me the ability to better design for and communicate with Flash developers. For instance, photos were the strongest selling point for Hana Lani Treehouses in Maui, so multiple galleries, interactive photo layering, and photo placement randomizing scripts were used for maximum visual impact.



# FLASH ANIMATION

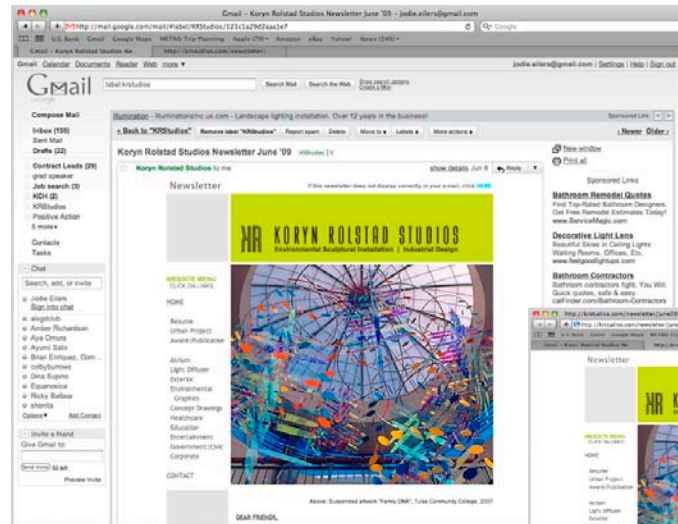
**DOLE ORGANICS FLASH ANIMATION ADVERTISEMENT:** Below are screenshots from a Dole Organics advertisement I built in Flash using keyframes (not action script). The proposed campaign was part of a team project. Together we marketed Dole organic products to more conservative environmentalists through the approachable tag "Back to the Origin of Yum". Retro stylization was used and reference to the history of Dole was made in the audio to help push the appeal to nostalgia. (i.e. Organics is not a new movement, it's the way things were before the agricultural chemical revolution.) I cowrote the script with one of the team members and he did all the audio recording and editing. We designed the logos as a team and I did all of the other illustration and animation in the Flash advertisement.



# EMAIL

**EMAIL NEWSLETTER:** Designing a mass email newsletter is much like building a basic webpage. I am comfortable designing this simple format and working with basic mass-email service companies. Below is one I designed this past year for Koryn Rolstad Studios, as viewed in gmail, and again as a webpage.

as email:



as webpage:

