

Don Doerfler

450 Avenida de las Rosas

Encinitas, CA 92024

760-533-0991

don@painterofparadise.com

View my portfolio online at www.dondoerfler.com

Knowledge...

- **Understands "ROI"** - Designed and deployed e-commerce web sites and online marketing that generated \$3.2 Million in online sales revenues in 12 months.
- **An "Industry Leader"** - Designed BMW dealership website recognized by BMW USA as a model template for all BMW dealerships around the country.
- **Award Winning "Art Director"** - Art Directed the award-winning Compton's Interactive Encyclopedia on CD-ROM. Set sales records of over a 1,000,000 units.
- **No Creative challenge "Too Big"** - Worked with high profile musical artists for the creation and design of interactive Mixed Mode CD-ROM music titles.
- **Understands "Business"** - Participated in high level investor presentations and marketing which resulted in the raising of 46 million in venture funding for a B2B startup.

Skills...

Art Director, Creative Designer, Website Design and Development, Print Graphics, Logos, All Collateral Materials.

Adobe CS3, including Photoshop, Illustrator, InDesign, Bridge, Acrobat, Dreamweaver, Fireworks, HTML, Java Script.

MS Office, Mozilla, FireFox, Safari, Internet Explorer. Macintosh and Windows Proficient.

Professional Photography. Pencil and Paper- yes I can draw and paint...

Can Network People, Art Direct Designers, work with Marketing and Marketing Analysis. Job Planning and Budgeting.

Experience...

Light Fixture Industries, Inc.

2008-present

Success Story - "The UI Design and layout along with new product photos showcased this business' website"

- Director of website development
- Designed and produced all graphics and photographs for UI
- Developed SEO for website, and Google ad strategy
- Developed over 1000 product pages and line items
- Designed company logo, letterhead and print materials

Advanced Nutraceuticals, Inc.

2001-2007

Success Story - "A first to market website for men's health set trends in website graphics and design"

- VP of website planning and development
- Created online marketing and advertising that generated 3.2 million in revenue.
- Set up search engine keywords, meta tags, pay per click and banner advertising
- Designed, built and deployed four websites for this start up internet based company.
- Included third party shopping carts and merchant account services.
- Maintained and updated these sites continuously for six years.

The Online Asset Exchange, Inc.

1998-2001

Success Story - "Challenge met- organized hundreds of line item products into an easily navigated interface"

- VP Director of website development
- Created all website design and art for this startup B2B company
- Participated in investor presentations and marketing resulting in the raising of 46 million in private venture funding
- Defined functionality, navigation and customer interaction to accommodate over 1 million line items

Don Doerfler

450 Avenida de las Rosas

Encinitas, CA 92024

760-533-0991

don@painterofparadise.com

View my portfolio online at www.dondoerfler.com

Experience...

Continued...

Inspired Arts, Digital Media Group (now San Diego Media)

1997-1998

Success Story - "Worked directly with client's ideas to create successful business partnerships"

- Project manager, website designer
- Interfaced directly with clients to determine scope of project
- Designed, built and managed these sites ongoing
- Designed and directed Inspired Arts' investor presentations, website and promotional collateral to raise 1.5 million in venture capital.

Brecht BMW

1997-1998

Success Story - "Raising the bar for corporate look and feel for high end retail product "

- Web Developer/ Designer
- Responsible for the design development, production and ongoing management of their website
- Set up web-marketing soliciting feedback resulting in a marked increase in traffic
- The site was recognized by BMW USA as a model template for many other BMW dealerships around the country

NuMillennea, Inc.

1995-1997

Success Story - "Travelling the globe, working with some of the most creative people in the business"

VP, Creative Development

- Directed creation and design of interactive CD-ROM titles
- Managed mid-sized production team
- Managed software projects, concept to completion
- Created products and an internet site

Compton's New Media

1992-1995

Success Story - "We beat out Microsoft for all the top awards!"

Senior Art Director

- Directed creative team for award-winning Compton's Interactive Encyclopedia on CD-ROM
- Designed all graphics and user interface for Mac and PC
- This product set sales records of over 1,000,000 units

Education

SAN DIEGO STATE UNIVERSITY, San Diego, CA

Bachelor of Arts in Art and Graphic Design

References by Request