

Sascha F Zeller

Web Designer | Information Architect | Coder
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OVERVIEW

Twenty years of experience creating websites from scratch: wireframe development, design and coding, user testing and migration. Experience includes project and staff management.

EDUCATION

University of Vienna, Austria 1989—1991

- Classical Languages (Ancient Greek and Latin)
- Byzantine Studies and Modern Greek Philology

Vienna Art Institute, Austria 1982—1984

- Painting, Drawing, Art History

EXPERIENCE

Gershom.com Design Company, Los Angeles, CA 2009—Present

Principal

- Specializing in the design and development of small and medium-sized business web sites.
- Growing sales utilizing ecommerce sites such as Amazon and eBay.
- Creating and maintaining company presence on social networking channels.

The Capital Group Companies, Los Angeles, CA 2000—2009

Senior Web Designer / Information Architect

- Responsible for the overall design of the American Funds web site.
- Development of the company's design and usability guidelines.
- Lead marketing campaigns for both the shareholder and financial adviser web sites.
- Wireframed and designed complex financial transaction applications.
- Trained staff, including junior designers and interviewed prospective associates.

EXPERIENCE (continued)

Faye, Pollack & Associates, Encino, CA 1999—2000

Web Designer / Coder / Developer

- Management of the company's Internet department.
- Design and development of the corporate web site.
- Database development and design for company's clients.

CurtCo Freedom Group, Malibu, CA 1998—1999

Web Designer / Coder

- Conceptualized, designed and developed a large number of the company's web sites.
- Design, coding and maintenance of more than a dozen weekly publications.
- Responsible for the design of the corporate Intranet.

DerStandard.at, Vienna, Austria 1994—1997

Webmaster / Web Designer

- Developed, designed and produced the first Web-based edition of a daily newspaper in German language.
- Conducted online marketing and advertising.
- Responsible for e-mail and newsgroup administration.
- Wrote articles on Internet-related subjects.

Der Standard, Vienna, Austria 1991—1994

Web Assistant Director, Archive and Research Department

- Management of department; trained faculty staff.
- Responsible for the evaluation and purchase of software.

Paul Hochegger Communications / Burson-Marsteller Europe, Vienna, Austria 1991—1996

Strategist / Researcher / Lobbyist

- Developed strategies for business and governmental lobbying campaigns.
- Responsible for conducting advertisement campaigns.
- Conducted interviews with prospective clients.

ADDITIONAL SKILLS

- Windows, Mac. Photoshop. Dreamweaver. MS Office.
- Familiarity with Content Management Systems (OpenMarket, Vignette).
- Working knowledge of Magento.
- HTML. CSS.
- Hand coding according to Web Standards.
- Working knowledge of JavaScript, Perl, CGI and Database Integration.
- Fluent in German and Modern Greek.