

PROFESSIONAL INTERNET ARCHITECT, DESIGNER, & PROMOTER

"Web design is a precarious marriage of art, architecture and information. The art must add appeal to the architecture while visually supporting the information. The architecture must provide both a solid framework on which to hang the art, and a system for streamlining access to the information. With proper art and architecture, the information can then perform its sole job: compelling the visitor to do business with your company. Developing this clever synergy is a sort of puzzle... and I love puzzles."

What I Do

- **Develop** concise web architecture that results in greater customer participation
- **Implement** cross-platform compatible web coding standards
- **Design** web and print-ready logos and graphics
- **Write** intelligent, engaging and informative copy
- **Promote** new sites using smart SEO and targeted advertising techniques
- **Manage** personnel by emphasizing teamwork and effectively streamlining procedures
- **Coordinate** programming, graphics, and marketing resources as a knowledgeable liaison
- **Analyze** collected web data using raw SQL and off-the-shelf packages
- **Learn** new technologies for quick, professional application
- **Assemble**, configure, optimize and tech custom-built PC systems

Related Software, Languages & Skills

- I am fluent with the **Microsoft Office Professional Suite**, including **Word, Excel, PowerPoint, Publisher, Visio, MapPoint, Access, and Outlook**.
- I do the bulk of my graphic design using **Corel Paint Shop Pro X**, but have experience working with **Adobe Photoshop and Illustrator**.
- I hand-code my websites in **HTML, DHTML, XHTML, CSS, ASP, VBScript, and Javascript**, but have experience successfully manipulating other languages.
- I produce my multimedia using **Pro Tools, Sony Vegas, Macromedia Flash, Adobe Premiere and Adobe Audition**.
- I have successfully implemented and customized 3rd-party software packages like **VP-ASP Shopping Cart, WordPress, and Simple Machines Forum**.
- I am an avid musician, writer and digital photographer, all of which I apply to my web design work where applicable.

"I am intelligent, creative, innovative, well-spoken and dedicated. I revel in successful collaboration. I constantly strive to improve my skills. I am supremely teachable. I am incredibly flexible. I never consider anything less than a perfect execution of my duties to be acceptable. I am confident, but humble. I am not an average employee."

What I've Done

Weekly Sale Network, Inc.

Director of Internet Marketing and Design - [1999-Present]

Managed a team of five developers to create web architecture, user interface design, content delivery systems, email promotions, graphical banners, marketing copy and SEO processes for companies and programs including the School Website Affinity Network (S.W.A.N) , SUBWAY School Rewards™ , schoolPAX® , Kmart School Spirit, Weekly Sale Network, DirecTV4Schools, The Ellis Island Foundation and Modell's Sporting Goods.

Eric Pseja Web Design - Digital Photography, E-Commerce Solutions & Logo Design

President - [2002-Present]

- NJ Spokes [2011] - NJ Road-Biker Enthusiast Forum
- PULSE Medical Transport [2011] [in development] - Medical Transport Company
- Shearless Blow-Dry Lounge [2011] [in development] - Hair Salon
- Sabrina's Education Station [2010-present] - Daycare Center and School
- Bella Campana [2010-present] - Italian Restaurant
- Agroliving [2010-present] (redevelopment) - Environmental
- Tarta Law [2010-present] (redevelopment) - Estate Planning Law Firm (blog)
- Xeromore [2009] (logo design - local rock band)
- RowlCrown [2008-2011] - Flexible Crown Molding (E-Commerce)
- Brapinz [2007] - (logo design - custom jewelry)

Vanguard Interactive, Inc.

Marketing Research Director - [1997-1999]

Managed a team of three employees to perform site promotions, competitive market research, and data analysis. Applied self-taught HTML and graphic design skills to web development. Assembled and maintained custom-built office PCs.