

## KIRK STROBECK

**Results-oriented print & web professional, with over a decade of practical experience in all phases of design, development, and management. Following: 37 Signals, Tim Ferris, Seth Godin, etc. As I write this I am in Chicago, headed to 37 Signals for Masterclass :P**

### WEB DEVELOPER, FRONT-END @PROVIDENCE H&S JAN10-NOW

PORTLAND, OR — Currently playing a dynamic role as a web developer in the marketing team of Providence, a multi-billion dollar hospital and healthcare system, Oregon's largest private employer. Our small agile web team actively completes tasks in days that have been queued and complicated in IT black holes for years. Recently, created a widget to communicate immediate care wait times to end-users increasing visits and distributing foot-traffic, this is actively being discussed among administration as groundbreaking. Also, created a multi-layered Google map for hospital/care facility mapping and directions. I'm an active member of the social media team, playing a dynamic role combining technical chops, research, experience, and purchasing roles; this is the team behind the "Pink Glove Dance", a top YouTube video. Designed and developed several microsites for specific marketing initiatives along with associated email campaigns. Designed and animated numerous flash banners for campaigns. Promptly performing miscellaneous day-to-day maintenance tasks across different areas of this large, multi-faceted organization. A recent performance review specifically called attention to my attitude as outstanding.

### OWNER @INTO JUN08-NOW

CHANDLER, AZ + PORTLAND, OR — [ RECENT ] Recalibrated business operations from primary production responsibilities as an entrepreneur to a minimal involvement sales/delegation/management role. Successfully managed a project and team to develop a robust website for a half billion dollar international company; success reflected in tripling siad company's return business. [ PRIOR ] Created a unique server-side content management system for ease of website implementation and management. Featured on 37signals SVN blog for innovative Basecamp API usage. Managed time lines and budgets to successfully complete projects and generate capital promptly. Negotiated and developed contract agreements for investment joint ventures. Developed strong client relationships, which wholly sustained the business thru return business. Primary front and back-end developer for client websites. Increased web traffic by up to 3000% with SEO best practices. Logo, branding, design, and UI development for various clients. Identified target markets for production to determine technology, compatibility, and design requirements/flexibility. Demonstrated exceptional ability to understand and identify new technologies and incorporate said technologies into sales and business development opportunities that stimulate business growth. Proven ability to increase ROI, build brand awareness and promote a company's image. Strong analytical skills; able to scrutinize data to determine effectiveness. Ensured quality service and customer satisfaction.

### INTERACTIVE DEVELOPER @INSTRUMENT SEP07-MAR08

PORTLAND, OR — Recognized for ability to create successful interactive experiences to meet and surpass goals and objectives. Worked directly with the principals and fellow employees of a growing powerhouse. A constant attention to market trends and self-tasking learning. Developed round two of thestash.com, which far exceeded the expectations of management, which resulted in an unforeseen company revenue increase. Day-to-day consisted of effectively working with team members. Daily XHTML and CSS, including a Nike promo website designed by gridplane.com. Logo, branding, email campaign, and UI development for various clients.

### FREELANCE DESIGNER/DEVELOPER JAN98-MAR08

#### GRAPHIC DESIGNER @STROBECK DESIGN JAN99-MAR07

PORTLAND, OR + PFORZHEIM, GERMANY — Designed Logo, UI, XHTML, and CSS for local area hospital. Developed logo usage guide to direct corporate collateral. Designed and produced print and web materials, including local and national high volume advertising. Designed a number of visual centers/exhibits for client trade shows or presentations. Identified and secured new accounts; managed and maintained existing client accounts and cultivated new business development opportunities. Produced countless print projects for top Portland names, including The Oregon Zoo, The City of Portland, The Bureau of Development Services, Tripwire, Clientele, Dairy Farmers of Oregon, etc. Presented our designs and concepts at meetings. Collaborated with internal channels to ensure client brand consistency and best practices.

### TECH LAB (NIKE+) FLASH / DESIGN @NIKE JAN07-SEP07

BEAVERTON, OR — Created custom flash demos for product UI testing, including integrated tools to customize UI functionality for targeted development of the Nike+ SportBand. Actively produced design and resource development tools. Developed widget for sales visualization of Nike+ products. Produced physical packaging for Nike headphone and Nike+ product releases, which are still in Apple stores today.

### NIKE TIMING PRODUCTION ARTIST @NIKE AP06-JA07

BEAVERTON, OR — Heavy detail production in Illustrator to complete watch model data designs and color ways. Designed new color ways from corporate and timing specific palettes for consumer products. Developed and designed 10+ detailed, multilingual user manuals for products on sale now. Took leadership in shifting our timing manuals to a visually geared instruction, which saved the company tens of thousands in translation and final print costs. This visual shift cut many of the page counts by 50%-75%. Developed final back plate artwork and, by initiative, took responsibility for spec management for legal product representation considerations. Numerous production artwork tasks, including LCD design. Demonstrated meticulous detail to every vector, layer, and dimension by building mathematically precise Illustrator documents without orphaned anchors or incomplete objects. Developed and maintained a strict version control filing system to deliver project documents with native text or version roll-back, which prevented data loss and production redundancy.

### COLOR COMMITTEE PROJECT MNGR @NIKE JAN06-APR06

BEAVERTON, OR — Managed color committee projects and assisted in development of the corporate color palette for Nike global. Targeted potential time line issues and built sufficient into the schedule, which ended up saving our delivery date. Production of paper materials for designers, inspirational posters, and digital assets for global company use.

## GRAPHIC DESIGNER @CASCADE COLLEGE

SEP03-JUN04

BEAVERTON, OR — Designed and produced all admissions marketing materials, including a thirty page mini-mag, annual report, and other collateral materials resulting in increased attendance. Developed corporate design and creative approach to ensure marketing consistency and brand reliability.

## GRAPHIC DESIGNER @WARNER PACIFIC COLLEGE

SEP02-JUN03

BEAVERTON, OR — Designed and produced supplemental admissions materials, including the college fair exhibit. Designed and produced other collateral materials resulting in increased student attendance. Designed the website layout and UI for corporate website.

## CORE

- + Logo + web + print design/production
- + Web development/management
- + Process streamlining
- + Customer relationship management
- + Project management
- + **MORE**

## EXP

- + Microsoft Office . . . . . 15YR
- + Adobe Photoshop. . . . . 12YR
- + Adobe Illustrator . . . . . 12YR
- + HTML/(X)HTML . . . . . 10YR
- + Flash/ActionScript . . . . . 09YR
- + PHP/MySQL . . . . . 07YR
- + Quark X Press . . . . . 07YR
- + CSS . . . . . 07YR
- + Adobe InDesign . . . . . 06YR
- + Adobe Acrobat . . . . . 05YR
- + AJAX . . . . . 04YR
- + JavaScript . . . . . 04YR
- + **MORE**

## FORMAL

**CASCADE COLLEGE**                      **PORTLAND, OR**  
 Studied business . . . . . 03-04  
 Received a full ride scholarship to perform print and web design responsibilities for the school.

**WARNER PACIFIC COLLEGE**                      **PORTLAND, OR**  
 Studied business . . . . . 02-03  
 Received free tuition to perform print and web design responsibilities for the school.

**CORBAN COLLEGE**                                      **SALEM, OR**  
 Studied business . . . . . 01-02

**PORTLAND STATE UNIVERSITY**                      **PORTLAND, OR**  
 Studied art and business. . . . . 00-01

## ED SAID

“Kirk is a vary talented graphic designer, and was a very productive member of our design team. He worked on a wide range of programs, and consistently delivered great work.” — **ED BOYD**

VP OF DESIGN CONSUMER PRODUCTS @DELL

SEP07-NOW

GLOBAL CATEGORY CREATIVE DIRECTOR @NIKE

OCT96-SEP07

## VINCE SAID

“Kirk came to work at Instrument with bright optimism, technical skill and an eye for good design, attributes that have proven essential with Internet entrepreneurs. Instrument tends to gravitate towards people who view the Internet like we do, as an open, universal network of entertainment and business opportunities that’s still very much untapped. Kirk understands there are no formulas for success behind the buzz words. His passion for the web and technical knowledge of what makes it work fuse together to create a dynamic talent that will have impact wherever he lands. We’ve been honored to have Kirk around and will be watching where he takes his piece of the web in the years to come.” — **VINCE LAVECCHIA**

CO-FOUNDER & MARKETING DIRECTOR @INSTRUMENT

JUN06-NOW

## CLAIRE CELESTE SAID

“Kirk brings fresh ideas and strong design. He has contributed strategic thinking to our use of digital media as well a strong design skills to help our sites get to the next level. I appreciate that Kirk is willing to challenge us and outline opportunities for us.” — **CLAIRE CELESTE CARNES**

REGIONAL DIRECTOR, MARKETING & COMM @PROVIDENCE H&S

JUN10-NOW

DIRECTOR OF MARKETING & COMM @PROVIDENCE HEALTH PLANS

JAN08-JUN10

## HAMID SAID

“I had the pleasure of working closely with Kirk on a number of projects during my stay at Nike Timing. His responsibilities, among others, consisted of creating graphics artwork for watch displays, back plates and users manuals. These typically involved presenting a vast amount of information clearly in a much constrained space. More often than not, they were due under considerable time pressure. Kirk was not only always enthusiastically up to the challenge, he consistently delivered outstanding results on time. Perhaps more significantly, Kirk always displayed personal initiative and creativity to present solutions that exceeded the original targets. I would highly recommend Kirk as a dependable and valuable team player.” — **HAMID ARJOMAND**

SR. MECH. ENGINEER @LIGHTSPEED AVIATION

AUG08-NOW

PRINCIPAL @NOVELTO, INC.

MAR05-AUG08

PROJECT MANAGER @NIKE TIMING/TECHLAB

MAY06-NOV07

## DAVE SAID

“Kirk has transformed the way we do business. He has become the benchmark that we measure talent against and a difficult one to top.” — **DAVE MCKAY**

PRINCIPAL/EXECUTIVE CREATIVE DIR. @SALTSTUDIO

JAN04-NOW