

# ANDREA HURLEY

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## PROFESSIONAL PROFILE

Detail-oriented web professional with 12 years experience in graphic design, web development and project management in the internet services industry. Web design and development business founder and creative director for 8 years. Scientific background with 10 years of research and technical experience in entomology and photobiology. Team leader managing complex technical projects as well as event coordination for a non-profit educational center.

## MANAGEMENT, LEADERSHIP AND CREATIVE EXPERTISE

### Project Management

**Managed 80+ web projects:** Developed web strategy, architecture, graphic design, content preparation, layout, and search engine optimization, (2002-2010).

**Directed:** Guided 40+ individuals and groups through a discovery process illuminating elements of website navigation, design, functionality, marketing and content, (2002-2009).

**Managed:** Coordinated venue rentals & events for business retreats, meetings, lectures, socials and workshops, (2006-2009).

**Directed:** Speaking events and educational workshops and lectures, (2006-2008).

### Graphic Design and Web Development

**Graphic and Web Design:** Designed custom websites for higher education, non-profit organizations and small to medium businesses, (1998-2010). Tools: Adobe Photoshop.

**Web Development:** Developed html based websites for higher education, non-profit organizations, and small to medium businesses, (1998-2010). Tools: Dreamweaver, CSS, WordPress and Drupal.

**Site Maps and Wire Frames:** Prepared site maps and wire frames for all web projects, (1998-2010). Primary tools: PowerPoint and MindManager.

**Writing:** Have written 80+ proposals and several creative briefs. Assist with copy editing, (2002-2010).

**Photography and photo processing:** Photograph events, stills and portraits for use on websites. Process using Photoshop.

**Video and video processing:** Video record events for use on websites. Edit with iMovie

## PROFESSIONAL EXPERIENCE

**Elytra Design** (2002 – present); Cambridge, Massachusetts

*Founder & Creative Director:* Created best business practices, designed and developed websites, including brainstorming & discovery work, website architecture, site maintenance. Managed subcontractors for timely deliverables. Produced 80+ websites.

**EnlightenNext Educational Center** (2006 – 2009); Cambridge, Massachusetts

*Center Manager:* Managed venue rentals & event coordination for business meetings and retreats, lectures, films, social events and educational workshops. Designed, developed and maintained website.

**The Fletcher School at Tufts University** (2002 – 2004); Medford, Massachusetts

*Website Designer:* Redesigned and developed the main Fletcher School website as well as 10+ department websites.

## PROFESSIONAL EXPERIENCE (*continued*)

**CenterMedia, Inc.** (1998 – 2002); Boston, Massachusetts

*Website Designer and Developer:* Designed and developed 12+ websites for non-profit organizations and Boston based businesses, including the former Boston Public Library website.

**Sense8 Corporation** (1992 – 1998); Mill Valley, California

*Administrative Manager:* Managed facilities, human resources, office relocation and general office related functions.

**GTE Laboratories** (1982 – 1987); Waltham, Massachusetts

*Biologist, Member of the Technical Staff:* Conducted field and laboratory research studies in the areas of Neuroethology, Photobiology and Arthropod Vision. Co-authored and published 2 research papers, and produced several in-house technical reports.

## EDUCATION

**Certification in Web Design and Development**, 1997

*New Horizons Learning Center*, Boston, Massachusetts

**Master of Science, Entomology**, 1988

*University of Massachusetts*, Amherst, Massachusetts

**Bachelor of Science, Biology**, 1982

*University of Massachusetts*, Boston, Massachusetts

National Honor Society, National Science Foundation Grant, High Honors

## SOFTWARE SKILLS

Photoshop	Acrobat	MS Access	Drupal
Dreamweaver	MS Word	FileMaker Pro	WordPress
InDesign	MS Excel	MindManager	Flash
Illustrator	MS PowerPoint	Quickbooks	iMovie

## SELECTED PORTFOLIO

**Transforming Capitalism 2.0 -> 3.0, MIT**, 2010

<http://tc.presencing.com>, *Drupal website*

**Peabody Museum, Harvard University**, 2009

<http://www.peabody.harvard.edu>, *Drupal website*

**The Pasteur Foundation**, 2009

<http://www.pasteurfoundation.org>

**Center for Middle Eastern Studies**, Harvard University, 2006

<http://cmes.hmdc.harvard.edu>, *Drupal Website*

**The Criminal Justice Institute**, Harvard Law School, 2006

<http://www.law.harvard.edu/academics/clinical/cji>

**Legal Services Center**, Harvard Law School, 2005

<http://www.law.harvard.edu/academics/clinical/lsc>

**Full portfolio**

<http://www.elytradesign.com/html/folio.htm>