

Kristen Marie Byers

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<http://www.kristenbyers.net/portfolio>

Qualifications

Software: 8+ years experience with HTML, CSS, and Javascript; proficient in Microsoft Office applications, Adobe Photoshop, InDesign, Illustrator, and Dreamweaver; comfortable with PHP and Adobe Flash

Web Design: hand-coding websites since the age of 9 (including graphic design, layout creation, site maintenance, database-driven content, Section 508 standards, and user testing)

Writing: extensive experience writing, editing, and designing different types of print and online documents (including memos, press releases, reports, presentations, and web content)

French: advanced conversational French (relevant coursework: French Self-Expression in Writing, French Oral Expression, French Phonetics, French Linguistics)

Web Design & Development Experience

Marketing & Outreach Intern

August 2007 – Present

[Urban Options](#), East Lansing, MI

- Manage the development of a new website that meets Section 508 usability and accessibility web standards
- Author and design PowerPoint presentations related to UO programs and services to be pitched to the government to secure state funding
- Edit and provide design suggestions for various print documents, including press releases, postcards, flyers, and brochures
- Design a custom label to be placed on heating systems installed by UO through the Heating System Replacement Program
- Identify potential problems future interns may encounter and create a best practice document for them to follow

Webmaster

April 2007 – Present

[MSU Neuroscience Program](#), East Lansing, MI

- Analyze reports regarding site traffic and redesign site's primary navigation to increase the user's ease of navigation throughout the site
- Write and administer digital survey to obtain feedback to help make site improvements
- Maintain front-end content and back-end server functions

Webmaster

January 2007 – Present

[Kresge Art Museum](#), East Lansing, MI

- Update event calendar using previously configured MySQL database
- Create individual websites for upcoming exhibitions (12 total)
- Design splash images for main page and rotate them using PHP
- Develop digital auction gallery for the 2007 Twilight in the Garden fundraiser

Freelance Writer/Designer

January 2007 – Present

East Lansing, MI

- Create digital children's storybook of *Hansel and Gretel* using Javascript rollovers and layered Photoshop images
- Edit first 2 chapters (60 pages) of a doctoral dissertation on supplier development
- Design 26-character TrueType font based on hand drawn image of 8 letters
- Generate content for local web design and development firm to use for dental services template sites

Abstracting & Graphic Design Lead

February 2005 – May 2007

[Turfgrass Information Center](#), East Lansing, MI

- Read turf-related periodicals and wrote abstracts for each article including abstracts in French for articles written in French
- Wrote 2309 total abstracts; 75 French abstracts
- Trained incoming employees to write quality abstracts
- Proofread and edited abstracts of other employees using copyediting marks
- Created graphics and interactive website mockups for TIC and affiliates, including a French website mockup for the Canadian Golf Superintendents Association
- Provided other employees with feedback regarding their writing and graphic creations
- Collaborated with other team leaders to write guidelines for completing procedures
- Established and updated an in-house style guide for use by all TIC employees

Education

B.A. in Professional Writing, Michigan State University

May 2008

- Dual Specialization in Editing & Publishing/Digital Design & Technical Writing
- Minors: French & Journalism
- Cumulative GPA 3.6; Major GPA 3.8
- Honors College member; Dean's List spring 2005, spring 2006 through fall 2007

Study Abroad: Culture, Identity and Ethnicity in Mérida, Mexico

March 2005

- Analyzed historical representations of the people of the Yucatan Peninsula
- Wrote a final paper detailing cultural markers and indigenous identity in the Yucatan

Study Abroad: Sociolinguistics in Québec City, Canada

July – August 2004

- Explored Québec's cultural, linguistic, and political uniqueness
- Conducted research and wrote a final paper comparing the use of politeness terms among different age groups
- Gained fluency in French

Organizations & Awards

Honorable Mention, The Big Green Poetry Contest

March 2007

Glassmen Drum & Bugle Corps, Drum Corps International

2006 – 2007

- Performed over 40 shows across the United States each summer
- Traveled to and performed in France, Belgium, England, and the Netherlands
- Compiled a digital photojournal documenting the Glassmen's 2007 coast-to-coast tour

Spartan Marching Band, Michigan State University

2004 – 2007

- Served as a trumpet squad leader for the 2007 season
- Attended leadership training sessions and weekly leadership meetings
- Assisted squad members in executing marching maneuvers correctly

Robert C. Byrd Honors Scholarship Recipient

2004 – 2008

Volunteer, Medical Ministry International

October – November 2000

- Participated in a short-term medical mission to Jamaica
- Worked alongside doctors, nurses, and surgeons at the Black River Hospital
- Assisted with unpacking and sorting medicine and surgical supplies
- Measured and recorded pulse and blood pressure of patients
- Assisted with the care of post operative patients, transported patients from recovery room to discharge area
- Observed minor surgical procedures