

Kyle Spaulding

BRANDING, WEB DESIGN AND DEVELOPMENT

San Anselmo, CA

kspaulding@gmail.com

530.412.0408 mobile

Using computers since the age of 8, and studying Graphics Design, I decided to apply myself to Web Design. Since 1999, I have designed & developed websites across a wide range of industries, including finance, news, sports, video games, health & human services, conservation, marketing, and more. The experience I have gained working in these various landscapes has allowed me to apply my own unique style to many projects, suiting each company's individual needs. The results speak for themselves, and I take pleasure in knowing that I have been able to impact our world in a positive way through these projects. I expect to continue doing so in the future.

Experience

Co-Founder / Content Creation Manager

San Anselmo, CA

Sep 2009 - Present

Local Blue Chips

We Founded Local Blue Chips to provide local small business with a competitive advantage against large corporations. I am responsible for both internal and external web design, web development, and systems administration. I consult with clients, one-on-one, and guide them through identifying their audience, finding an affordable package that suits their needs, and building or improving their web presence.

Founder

San Anselmo, CA

Aug 1999 - Present

DeSolu

My personal portfolio and business where I manage small scale branding and web projects from concept to finished product. Structured, full websites, templates, and developed guidelines and schemes from small company sites to dynamic corporate sites. I Develop various brands including logo marks, logo types, brand style guides, and printed collateral.

Creative Director (promoted from Lead Designer)

Caring, Inc.

San Mateo, CA
Apr 2008 - Dec 2008

Managed, designed, and built front end, as well as development using HAML/SASS (html/css variant). Coordinated with developers and Product Managers to streamline product development and testing, including usability studies, to deploy effective products within short time lines using Scrum Development.

Lead Designer (promoted from Senior Designer)

MyWire

Redwood City, CA
Oct 2005 - Apr 2008

Collaborated with programmers, coders, writers, editors, & designers. Took the MyWire channels product from conception to end product, resulting in a considerable improvement in usability and user retention. Learned & practiced Agile Development. I also built and maintained a consistent and manageable CSS library.

Senior Visual Designer

Pirate Games

San Francisco, CA
Feb 2004 - Oct 2005

Designed HUD and menu systems for multi-platform video games, which launched on the PS2, XBox, and PC. I also designed and developed the PirateGames.net website.

Creative Director

TC Works LLC.

Scottsdale, AZ
Oct 2004 - Apr 2005

Conceived brand direction, identity, visual design, and feature set for an adult oriented website, MyNaughty.com. Built the HTML and CSS framework and handed off product to engineer for front end scripting & database integration.

Skills

- Extensive HTML, XHTML, CSS knowledge.
 - 4 years Agile/SCRUM development experience.
 - Familiar with .js implementation.
 - Familiar working within Ruby on Rails.
 - Familiar writing HAML/SASS.

Applications

- 10+ years experience with Adobe Photoshop & Illustrator.
 - 10+ years working with Macromedia Dreamweaver.
 - Prefer to write code from scratch using TextMate.
 - 2-3 years working in Macromedia Flash, but don't particularly care for it.