

STEFAN TRIFONOV

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PROFILE

I am a creative professional with over a decade of aesthetic and design experience. I specialize in front end web development and design, as well as print media and catalogue layout design. I have worked within a diverse range of industries, including small startups catering to international audiences to larger enterprises such as academic institutions. My main drive and passion is creativity; my canvas being split between print and web, and my creative medium utilizing tools such as Adobe's Photoshop, which I have employed for nearly 15 years. I am highly skilled in a variety of hardware and software tools, which are now second nature, allowing me to focus strictly on the creation and execution of complex and creative web elements, graphic presentations, and innovative marketing strategies and campaigns. I am accustomed to performing in deadline-driven environments, consistently delivering projects on time and within budget. In summary, I have creative experience and expertise in the following:

GRAPHIC DESIGN	DESKTOP PUBLISHING	REPORT FORMATTING
WEBSITE DESIGN	PHOTO MANIPULATION	BRANDING
DIGITAL PHOTOGRAPHY	EDITORIAL DESIGN	ILLUSTRATION

TECHNICAL PROFICIENCY

Platforms	PC	MAC	
Software			
Adobe	Acrobat	After Effects	Dreamweaver
	Flash	Fireworks	Illustrator
	InDesign	Lightroom	Photoshop
Microsoft	Word	Excel	PowerPoint
	Access	Visio	Project
Open Source	Audacity	VirtualDub	Open Office
	GIMP	IrfanView	FileZilla
Programming	HTML	CSS	PHP
	Javascript	XML	
CMS	Drupal	Joomla	WordPress
	Magento		

EDUCATION

University of South Florida

Master of Business Administration *April 2010*

University of South Florida

Bachelor of Science in Economics *May 2006*

EXPERIENCE

Zpryme Research & Consulting, LLC | Austin, Texas

Independent Contractor / Senior Media Developer *April 2006 – Current*

As a media developer, I am responsible for Zpryme's entire branding package, including designing, building, and administering their entire website. During my presence, the company's image has undergone two entire revisions from the ground up since the initial launch in 2005, both of which I served from concept to completion. Further, I maintain their online branding presence through social networking mediums such as Facebook and Twitter. Other responsibilities include formatting all published reports for print and web to ensure they were consistent with the firm's outwardly branding appearance. Additionally, my experience with Zpryme's global clientele has permitted me to benchmark industry best practices by consulting multiple technology conference reports describing other media firms' methodologies in design and high-level technology projects.

Key Achievements

- Building Zpryme's entire branding image- logo, overall appearance, and report formatting
- Website design, development, and maintenance

Florida Seating, Inc. | Clearwater, Florida

Independent Contractor *August 2007 – Current*

Strategic advisor to all activities and development in print and web marketing strategy to Florida Seating, Inc. Re-engineering and managing Florida Seating's brand strategy across all outward and inward-facing branding mediums. Contract work involves the design, development and maintenance of the Florida Seating website at floridaseating.com, as well as photographing inventory and designing entire catalogues for web and print.

Key Achievements

- Building product catalogues from the ground up featuring 100% original content- product photography, content layout design, and print preparation
- Website design and development

University of South Florida | Tampa, Florida

Systems Technician *December 2005 – August 2007*

Troubleshooting and support for USF College of Business faculty, staff, and student computers. Added support to other colleges, including operating systems and application development of product/software packages. Classroom support as well as lecture and other presentation support was offered on a technical level, also involving videoconferencing setups in aid of distance learning. A high level of professionalism and discreteness was used in conducting tasks involving sensitive data such as faculty research databases, as well as the use of faculty credentials when accessing computers and email data. Additional assistance involved the automation of tasks and troubleshooting of highly technical problems on an enterprise scale.

Key Achievements

- Promoted from Tech Support, where I managed a single computer lab, to Systems Technician, where I overviewed the entire College of Business network

VB Media | Tampa, Florida

Owner | Independent Contractor *Since 2004*

VB Media is an independent advertising firm conducting contract-based work in the fields of web development, marketing, advertising, and small to medium-sized PR campaigns. When on contract, day-to-tasks include conceptualizing and creating graphic and user interface solutions for websites, portals, demos, mobile devices, and television interfaces. Communication between VB Media and the contracting firm is the most vital aspect of the entire process; in capturing the essence of the firm, and representing it in a creative manner which is meaningful to both stakeholders and the target audience.

Key Achievements

- Conducted a small campaign involving firms such as alibaba.com, bobvila.com, discovery.com, zappos.com and the Ron Paul 2008 political campaign. The purpose of this PR campaign was to associate Zpryme R & C with other well-established firms. The study, spearheaded as a PR effort by VB Media for Zpryme R & C, was exceedingly successful, being featured on the homepage of MSN, and wired through Reuters' global newswire framework.

REFERENCES UPON REQUEST