

## Cheston D. Buchanan

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### Professional Objective

I am a creative professional with over fifteen years of experience in visual and interactive design seeking contract or permanent employment opportunities.

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### Skills

**Graphics/Animation:** Adobe Creative Suite CS4, Flash, Final Cut Pro  
**Desktop Publishing:** Quark XPress, Adobe InDesign, Acrobat  
**3-D Software:** 3-D Studio MAX, Rhino 3-D, Poser  
**Scripting/Programming:** AJAX/ActionScript, JavaScript, CSS, HTML  
**Productivity:** Microsoft Excel, Word, PowerPoint

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### Experience

**Pacific Gas & Electric Company, San Francisco, CA** **6/2010 — Present**

Visual Designer (Contractor)

Design and graphic production for key PG&E programs including SmartMeter™, Pipeline 2020 and the PG&E Currents news site.

- Edit HD video for news features and public relations statements
- UI design for the Pipeline 2020 first responder application
- Produce hero graphics and icons for consumer and business sites.

**TheLadders.com Inc., New York, N.Y. (telecommute)** **10/2008 — Present**

Freelance Graphic Designer

Complete Web and print projects for an executive job search placement site.

- Create Web illustrations to accompany career advice articles
- Design page layouts in Adobe InDesign for PDF newsletters
- Create charts and infographics for sales and editorial presentations.

**Hanson Law Firm LLC, Alameda, CA** **8/2009 — 6/2010**

Web Video Producer (Freelance)

Edit digital video footage for real estate law firm; design and code video players using Adobe Flash.

**Ziff Davis Enterprise Inc., San Francisco, Calif.** **3/2004 — 10/2008**

Senior Designer

Responsible for creating visual assets across ZDE technology enterprise sites and blogs (eWEEK.com, Channel Insider, CIOInsight.com, et al.), including Web page design (UI), product branding and development and daily graphic content production. Produced Web-based video, including eWEEK NewsBreak, White Board marketing videos and on location coverage at trade show events.

- Created home page digital illustrations, charts and other Web assets according to rigorous deadlines
- Created slide shows and interactive special reports
- Oversaw intern and freelance production artists, and coordinated with editorial departments
- Established brand identity for DevSource, The Channel Insider and other enterprise publications
- Set UI style guidelines and authored usage policies for eWEEK brands
- Designed OTS and full screen graphics and charts for video.

**Dekosoftware Design (self-run business), Brooklyn, N.Y.** **10/2001 — 2/2004**

Freelance Designer

Delivered online projects for corporate and nonprofit clients.

- Produced graphic design and HTML coding for John Wiley & Sons, Inc. publishers
- Completed Web design and production for The Short List College Placement and Preparation services

- Created Web site design and HTML newsletter publication for the College Counselors Network
- Designed weekly Web newsletter and promotional graphics for Skyline Jazz, 24-hour jazz radio station.

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**CNet Networks, Inc., San Francisco, Calif. 4/1997 – 9/2001**

Art Director

Established look and feel for the ZDNet News Web site. Extensive Web and graphic design in a rapid-fire news environment; daily (hourly) art production. Managed freelance and in-house graphic artists.

- Designed and programmed interactive AJAX infographic applets
- Created and maintained art database to improve long-term efficiency of department.

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**Music Interactive Inc., Boston, Mass. 11/1996 – 2/1997**

Graphic Designer

Rendered corporate identity, prototype Web design for clients in the music industry. Redesigned the company Web site.

- Produced four-color logo, business cards, stationery, and collateral material.

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**Point Productions Inc., Newton, Mass. 11/1995 – 10/1996**

Multimedia Designer

Completed design and programming of Director, Shockwave and HTML projects for clients including Civilization Magazine of the Library of Congress, Simon & Schuster, Massachusetts Audubon Society, et al. Coordinated projects while managing staff of interns.

- Created multimedia projects in Director/Shockwave using object-oriented scripting.

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**Cambridge Interactive Inc., Cambridge, Mass. 6/1995 – 10/1995**

Web Designer

Completed HTML programming and graphic design for Boston Edison, Leslie College and the Greater Boston Chamber of Commerce. Design of promotional pamphlets, letterhead.

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*Education*

BOSTON UNIVERSITY. Boston, Mass. Master of Arts, English (Creative Writing). January 1996.

MASSACHUSETTS INSTITUTE OF TECHNOLOGY. Cambridge, Mass. Bachelor of Science. Civil Engineering (Engineering Systems & Computation). February 1994.

PHILLIPS EXETER ACADEMY. Exeter, N.H. (Graduated June 1988 with High Honors).

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*Awards*

Received **Ziff Davis Chairman's Circle Award**, December 1997, for outstanding achievement as Art Director.