

# JOHN H. COOPER

<http://barrelmaker.us>  
john@barrelmaker.us  
206.434.1967

## EXPERIENCE

### **Sr. Graphics Specialist, HTML**

*Holland America Line, Seattle, WA*

October 2008 – Present

- Senior creative lead for email marketing program: strategy, design, coding, production, testing, troubleshooting, and analysis
- Establish email brand standards and guidelines
- Graphic/HTML production for online advertising and website
- Member of process/workflow and brand guideline committees
- Presentations on email best practices and strategies
- Informational graphics to exhibit rendering issues, identify opportunities for improvement, and illustrate program lifecycles
- Intake and delegate online production projects

### **Graphics Specialist, HTML**

*Holland America Line, Seattle, WA*

February 2006 – October 2008

- Email design and production
- Design email and landing page templates
- Collaborate on workflow and e-marketing strategy
- Train contract workers

### **Owner/Designer**

*Barrelmaker Designs, Seattle, WA*

2000 – Present

- Design and develop websites from concept to completion
- Manage, maintain, and update existing websites
- Logo and identity design
- Online banner ad creation
- Written and graphical content creation

### **Forum Administrator/Copy Editor**

*MountainZone.com, Seattle, WA*

1999

- Stimulate forum participation by posing intriguing questions and providing thoughtful, provocative commentary
- Soliciting input from climbing luminaries
- Transcribe and copy edit trip reports from the Everest North Side Mallory & Irvine Research Expedition

## EXPERTISE

Front-end web design  
HTML email coding and design  
Email marketing strategy  
Graphic production  
Image manipulation  
Web typography  
User Interface design  
Information architecture  
Copy editing  
Proofreading  
Copy writing

## TOOLS

HTML  
CSS  
JavaScript  
jQuery  
Dreamweaver  
Photoshop  
Illustrator  
InDesign  
Mac/PC

## EDUCATION

Bachelor of Arts  
Lafayette College  
Easton, PA, 1989

Continuing education in Web design, Photoshop, Illustrator, JavaScript, jQuery, and Flash @ 911 Media Arts, BCC, S.C.C.C., SVC, Lynda.com, and CreativeLive.com

