



# CHAD O'DONNELL

video editor, Web/graphic designer and front-end Web developer

## PERSONAL

<b>Name</b>	Chad O'Donnell
<b>Birthday</b>	May 9th, 1976 in Ames, IA
<b>Marital Status</b>	Married (Joni)
<b>Address</b>	910 Taylor Ln. in Le Roy, IL
<b>Contact</b>	309.530.1342   chad@chadodonnell.com
<b>Web</b>	www.chadodonnell.com

## SKILLS AND EXPERTISE

**Video** - Final Cut Pro, Premiere Pro CS5, After Effects, Color, Adobe Media Encoder, Compressor. Experience with Panasonic P2 cameras and Sony AVCHD cameras.

**Web/Design** - HTML5, CSS3, Photoshop, Illustrator, Dreamweaver. Experienced with Wordpress.

**Audio** - Audition, Soundbooth, Soundtrack.

## WORK EXPERIENCE AND EDUCATION

**State Farm Insurance, Bloomington, IL** 2007 - present

Videographer/editor & Web designer/developer within Public Affairs department. Produces video for internal news Web sites and for State Farm's YouTube channel. Designs and maintains enterprise and department Web sites.

**Jupiterimages, Peoria, IL** 2003 - 2007

Senior Web designer for jupiterimages.com and its family of e-commerce Web sites including international versions.

**AmericanEagle.com, Park Ridge, IL** 2002 - 2003

Web designer. Client based design for Fortune 1000 business, government agencies, collegiate athletic conferences & programs.

**Masters of Science, Illinois State University, Normal, IL** 2000 - 2002

Degree in Arts Technology. Focus on technologies driving fine art, music, film, and theatre. Specialized in Web design, film/video, and audio production.

**Institutional Web Support Services, Normal, IL** 2000 - 2002

Web design and development for Illinois State University. Gained graduate assistantship upon entering Masters program.

**Bachelors of Science, Illinois State University, Normal, IL** 1998 - 2000

Degree in Marketing. Focus on creative marketing, critical thinking methodologies and business technical education.

**Iowa State University, Ames, IA** 1994 - 1997

Studied Business Information Systems. First introduced to HTML and Web design.

## NOTABLES

Musician (guitar) since 1993, designed and developed first Web site in 1996, married since 2007, jumped off a 140ft+ bridge (bungie attached) in New Zealand, had my hand up LeBron James' shirt (to attach a lapel mic for an interview).

# Chad M. O'Donnell

**Web:** <http://www.chadodonnell.com> **E-mail:** [chad@chadodonnell.com](mailto:chad@chadodonnell.com)  
**Present Address:** 910 Taylor Ln., Le Roy, IL 61752. **Ph:** 309.530.1342

**Career Goal:** Become a leading visual communications professional using creative technologies to increase usability and deliverability of content and information across various digital mediums.

## Skills and Capabilities:

- Specializes in video production, Web and graphic design and front-end Web development.
- Able to shoot, edit and produce high-quality video content as news packages, corporate messaging and storytelling for Web and broadcast viewing.
- Excellent working knowledge of Web design principles and skilled at identifying and solving browser compatibility issues.
- Uses Final Cut Pro, Premiere Pro CS5, After Effects, Apple Color, Adobe Media Encoder and Compressor. Experienced with Panasonic P2 and Sony AVCHD cameras. Designs with Photoshop and Illustrator and builds Web sites with HTML5, CSS3 and Dreamweaver.

## Work Experience:

**Videographer/Editor & Web Designer/Developer**  
*State Farm Insurance Companies, Bloomington, IL*

July 2007 to present

- Films, edits and produces video content for internal Web sites, the State Farm intranet, State Farm's YouTube channel and for distribution to broadcast news media and third-party vendors.
- Helped in formation of enterprise digital media team to create oversight and support for associates to standardize media creation and distribution throughout State Farm's departments and zone offices across U.S. and Canada.
- Designs, develops and maintains internal news Web site pushed to 90,000+ State Farm associates and agents daily.
- Created HTML and CSS wireframe adopted by State Farm's Enterprise Internet Support as basis for new intranet templates.

**Senior Web Designer**  
*Jupiterimages, Peoria, IL*

October 2003 to July 2007

- Designed and developed HTML structure and style sheets for a stock resource e-commerce site.
- Created standards compliant XHTML pages which integrated XSLT and XML data sources.
- Used CSS to position and style both static and dynamic content.
- Redesigned, prepared and managed mass marketing pieces such as HTML e-mail, banners and site-based promotions for domestic and international distribution.
- Responsible for updating dynamic and static content on company's corporate, international and e-commerce sites.

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## Work Experience (cont.):

### Web/Graphic Design/Production

June 2002 to October 2003

*AmericanEagle.com, Inc., Park Ridge, IL*

- Designed, sketched and prototyped Web pages for clients consisting of Fortune 1000 companies, government agencies, collegiate athletic associations, and other e-commerce clients.
- Worked as lead designer while collaborating with project managers on many different projects.
- Developed branding marks and logos for clients.
- Helped clients maintain marketing expectations through implementation of usability guidelines and considerate page layouts.
- Produced marketing print pieces such as presentation aides and promotional mailers.

### Web Design/Production

February 2000 to May 2002

*Institutional Web Support Services, Illinois State University, Normal, IL*

- Worked directly with numerous campus departments in the conception, content development, design and programming of their Web sites.
- Generated graphics, wordmarks and dynamic HTML pages for several department Web sites.
- Created a content architecture development tool for creation, migration and site organization development processes between content developers and graphic designers.
- Provided Web maintenance and development tools training to departmental site administrators.
- Lead research and contributed extensively on creating a standard, university-wide style sheet utilizing CSS and accessibility guidelines.

## Education:

### Illinois State University, Normal, IL

- Masters of Science, Aug. 2002
- Major in Arts Technology

### Illinois State University, Normal, IL

- Bachelor of Science, Aug. 2000
- Major in Marketing

**References:** Available upon request