

# Lindsay Costlow Corran

Portfolio: [www.costlow.org/lindsay](http://www.costlow.org/lindsay) | Orinda, CA | Cell: 925-212-8066

## Objective:

To use my passion for design, my skills and experience in creative and graphic arts, and my devotion to user-centric interfaces in a web/graphic design and development team environment to produce highly usable web interfaces, as well as produce highly effective print materials, while reinforcing the brand across all mediums.

## Tools & Technologies:

HTML	Acrobat	MS Visio
CSS	Premiere	MS IIS
JavaScript	Quark Xpress	Windows OS
Dreamweaver	Cinema 4d	Mac OS
Fireworks	Adobe Captivate	Content Management
Flash	Adobe Contribute	Source Control
Photoshop	Adobe RoboHelp	DNS
Illustrator	MS Office Suite	FTP

## Business & Technical Skills

- Web Interface Design
- Print Design
- Corporate/Small Business identity branding
- Training/Instruction
- Copywriting
- Technical Writing/Business Requirements/Prototypes
- Advertising Campaigns
- Project Management
- Presentations
- Customer service

## Work Experience

**Marketing Specialist: Web/UI/Graphic Designer**  
**GeoVera Holdings, Inc.; Fairfield, CA; November 1999 - Present**  
**Formerly, St. Paul Travelers – CATRisk Division**  
[www.geovera.com](http://www.geovera.com)

Responsible for all corporate branding assets; which includes the creation of concepts, storyboarding, the development of graphics, and the presentation of final product. This involves creation and management of logos, UI designs, ads, brochures, signage, posters, website assets, email campaigns, print stationery, marketing kits and copy.

Responsible for development of mock-ups, wire frames, user experience scenarios and storyboards as well as the creation of initial business requirements, content and all website graphics in order to deliver intuitive custom web interfaces for internal and external applications. Working closely with developers, business users, management, testers and end-users to launch fully functional insurance websites allowing agents and consumers to input property data, receive an insurance quote, and bind/purchase insurance online.

Observe and research the user experience with custom insurance websites, propose new technologies to increase productivity, and implement solutions. Create interactive Flash training movies for large web audiences.

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I have designed, implemented and launched over 10 custom and unique web interfaces for GeoVera Insurance, such as [www.geovera.com](http://www.geovera.com), which includes a consumer section allowing instant quoting and purchasing of earthquake insurance. Most of the other websites I have designed for GeoVera are secured, and not available to the public; please contact me for a demo. Some of these examples include:

## 1. GeoVera Dwelling Fire and Homeowners Insurance quoting/binding websites for California and Texas insurance agents:

- Designed interface to grow with the business - in order to easily implement future functionality
- Created "stretching" interface so that the website fills up the user's screen, taking advantage of the screen real estate available for users with widescreen technology.
- Created custom icons to increase visual interaction
- Designed and implemented User Profile to meet security standards

## 2. GeoVera Holdings, Inc. – Insurance Claims website:

- Created web interface for insurance agents and claims adjusters to enter new claims (or lookup claim info) for thousands of homeowners in over 15 states across the nation.

## 3. GeoNet – Employee Intranet:

- Conceptualized, created and launched GeoNet – a fully functional employee intranet allowing employees to access all company/HR policies and procedures in a secure environment
- Assisted in creating automated procedures to replace manual work such as: automatic employee contact info updates and the distribution of printed materials replaced with online downloads

## Computer Consultant (under contract to Pacific Bell) Setka Consulting, Inc.; San Ramon, CA; June 1998 - November 1999

Organized and managed a PC Help Desk for Year 2000 issues, supporting 30,000 users nationwide. Assisted with technical writing and data management projects. Trained several employees in troubleshooting and customer service techniques.

## Personal Clients:

### Bay Area Racing Limos; Pittsburg, CA; July 2006 - current

[www.bayarearacinglimos.com](http://www.bayarearacinglimos.com)

Responsible for design and maintenance of website and print collateral. Created new website navigation which increased website retention by 300% within the first 2 weeks of implementation.

### Presbyterian Church of Novato; Novato, CA; November 2006 - current

[www.pcnovato.org](http://www.pcnovato.org)

Create web interface including online calendar that allows client to update and customize. Refresh print collateral by designing new brochures and postcards. Additional services include training client to make content updates.

### D&G Solution Resources; Fairfield, CA; July 2006 - Current

[www.solutionresourcesllc.com](http://www.solutionresourcesllc.com)

Create Small Business brand identity including logo, website, business card, etc.

### Wheel Express; Concord, CA; January 2006 - May 2006

[www.wheelexpress.org](http://www.wheelexpress.org)

Create and launch website to showcase the fine cars and trucks that have rolled thru the Wheel Express garage.

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## Education

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- **BA in Visualization and Computer Graphic Design, 2003**  
Silicon Valley College; Walnut Creek, CA
- **AAS in Computer Business Administration, 1998**  
Heald Business College; Concord, CA

## Activities & Memberships

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- **National Notary Association** - [www.nationalnotary.org](http://www.nationalnotary.org)  
I am a notary in the state of California
- **SFWOW** - [www.sfwow.org](http://www.sfwow.org)  
San Francisco Women on the Web
- **Webgrrls** - [www.webgrrls.com](http://www.webgrrls.com)  
The women's tech knowledge connection