

SUMMARY

I work in the traditional and computerized web, gallery, print, training, and presentation markets for local firms, multinational corporations and federal government agencies. My award-winning projects include website UI/UX consulting, design, creation, and maintenance; developing dynamic content management systems; traditional and digital illustration; internationally awarded gallery work; graphic design; presentation production; and writing. My focus is on delivering products that stand out in the marketplace, attract business, represent the client positively, are attractive to the user, and close sales.

SECURITY CLEARANCE

I have an active TS/SCI security clearance with a full scope polygraph.

EXPERIENCE – GENERAL

Since 2015: Maps creation and data ingest, analysis, and display.

Since 1993: Concepting, developing, delivering, and maintaining database- and web-based applications in HTML, CSS, JavaScript, and several commercial, open-source, and locally developed content management systems. Efforts included reviewing, analyzing, and modifying software systems including coding, testing, debugging, installing and documenting; developing product help and training guides; and supporting system administrators in installation and training.

Since 1994: Developing and leading and working across government and commercial teams to guide users in formulating requirements, how to meet with customers, advise on alternative approaches, and estimate resource requirements for software tasks for inclusion into project budget and schedule.

Since 1993: Developing commercial, federal corporate, and Intelligence Community-wide internal and public web sites.

Current tools include JIRA, Confluence, SharePoint, WordPress, Dreamweaver, Microsoft Office, Camtasia Studio, Adobe Photoshop, Illustrator, Dreamweaver, InDesign, Premiere, and After Effects.

EXPERIENCE – GEOSPATIAL MAPS DATA DESIGNER

Creating maps, charts and electronic visualizations from user-supplied spreadsheets and other data files. Analyzing and normalizing data among formats for ingest. Creating useable, approachable visuals in electronic and print formats.

EXPERIENCE – UI/UX DESIGNER

Employing human factors engineering activities such as graphical user interface requirements analysis; human-computer function/job/task analysis; leading the scenario-based engineering process; graphical user interface design and layout; web design and development, including use of wire frames and cascading style sheets; rapid prototyping of user interfaces; user interface usability evaluations; project documentation; and user training.

Concepting, developing, delivering, and maintaining database- and web-based applications in HTML, CSS, JavaScript, and several commercial, open-source, and content management systems including WordPress. Efforts included reviewing, analyzing, and modifying websites including HTML/CSS coding, testing, debugging, installing and documenting; ensuring Section 508 compliance, developing product help and training guides; and supporting system administrators in installation and training. Developing, leading and working across government and commercial teams to guide users in formulating requirements, how to meet with customers, advise on alternative approaches, and estimate resource requirements for software tasks for inclusion into project budget and schedule.

EXPERIENCE – GRAPHIC DESIGNER/ILLUSTRATOR

Since 1988, designing, developing, illustrating, executing, and distributing **logos, posters, brochures, books, pamphlets, fliers, and briefing boards for commercial and government entities, including internal and public web sites, documents, promotional videos, training materials, and presentations.** Clients include Department of Defense, CIA, DIA, the US Congress, the Joint Chiefs of Staff, Lockheed Martin, Hughes Network Systems, Booz Allen Hamilton, Scitor, A&P Foods, and commercial design firms.

Since 1993, **developing and leading and working within government and commercial teams to develop graphics** for web-based applications for content management systems, registration sites, software programs, conferences, and corporate advertising, training, sales and systems. Deliveries often required meeting with the customer to derive requirements and provide solutions under **real-time, accelerated, or overnight timelines.**

Since 1993, **designing and developing graphics in support of government and commercial web pages, training presentations and sites, and applications,** including banners, web animations, web graphics, and static and interactive web sites.

Since 1988, **creating print and presentation products using traditional methods** such as drawing, inking, airbrush and painting; and design and layout using digital tools.

Since 2018, **create 3D models, skins and textures for animations, maps, and videos, creating scripts and compiling them with music, S/FX and voiceovers into finished presentation and web-based products using Blender, Premier, After Effects, Photoshop and Illustrator.**

EMPLOYMENT HISTORY**Graphic Artist, WOOD Consulting Services, Inc. / Mar 2018 – present**

- Use Photoshop and Illustrator to design websites and user interfaces.
- Update content based on user requirements.
- Create web, print, and presentation graphics.
- Create 3D models and skins for animation, video, and still imagery.
- Troubleshoot and train.

Web Developer, Exceptional Software Strategies / Nov 2016 – Mar 2018

- Use SharePoint, Dreamweaver, Photoshop and Illustrator to design websites and user interfaces.
- Update content based on user requirements.
- Create web, print, and presentation graphics.
- Troubleshoot and train.

Geospatial Designer, Booz Allen Hamilton / Nov 2015 – May 2016

- Create dozens of digital and large-format print maps from user-supplied data.
- Normalize and optimize data for conversion into maps.
- Use data visualization tools and concepts to convert the data into effective maps using Microsoft Word and Excel, ESRI ArcGIS, and Adobe Illustrator and Photoshop.
- Disseminate the maps via websites, PDF files, and large-format prints.

Senior Graphic Designer, iConsulting Group, Inc. / Jul 2014 – Nov 2015

- Create signage, tickets, name tags, posters, brochures, graphics, illustrations, presentations, and web sites for dozens of programs, conferences, and events.
- Create wireframes and digital mockups of the National Cryptologic School website based on user feedback, which I delivered to the web team for implementation.
- Create and maintain documentation.

Interface Design Engineer, Commonwealth Technology, Inc. / Jan 2005 – Jan 2014

- Consult, create, and maintain internal application and associated web sites, blogs, help systems and wikis.
- Create dozens of presentations and illustrations related to the project.
- Train customers to use the software.
- Document the tools.

Consultant, ADG Creative / Mar 2003 - Jan 2005

- Created many graphics, static and animated presentations, and wikis for real-time threat response teams.

Résumé, Lester Yocum

July 2020

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Senior Web Designer, Aquent / Mar 2000-Feb 2003

- Independent consultant. Create and brief on print, interactive, and web-based projects for dozens of small and large companies ranging from two-person design studios to LMI and Hughes Network Systems.

Technical Director and Art Director, Department of Defense / Dec 1987-Feb 2000

- Create and maintain networks, servers, and databases for multimedia division.
 - Technical director over the graphics, photo, TV, presentation, web and illustration departments.
 - Art director over the graphics department.
 - Set up the web team.
 - Purchase software and hardware.
 - Install and maintain computers, network cables and gear, professional-grade printers, and mail, database, storage, and backup servers.
 - Create dozens of websites and hundreds of presentations, print products, and illustrations.
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EDUCATION

1976: Associate Degree, Art and Design, Ricks College, Rexburg, ID
2008: STK (Satellite Tool Kit) training
2008: Plone (Content Management System) training
1997: Design for the World Wide Web
1996: Publish on the World Wide Web
1995: Introduction to "C" Programming
1995: Advanced DOS
1995: LAN Management
1979-1981: Brigham Young University, Provo, UT