LauraGolon

phone (518) 339-8729   email lagolon@gmail.com   web www.designsbylg.com

Education

BFA in Graphic Design

Sage College of Albany   MAY 2008

Graduated with Honors   GPA 3.56

Computer Skills

Adobe Creative Suite

Acrobat, InDesign, Illustrator,
Photoshop, Dreamweaver,
Premiere Pro, AEM Forms Designer

Web/Accessibility

HTML, CSS, CMS, Word Press, Drupal,
Joomla, Wix, Java Server Pages (JSPs),
Google Analytics, Siteimprove,
Looker Studio, Bitbar, NVDA, WAVE,
JAWs Inspect, Key Board testing,
Web page accessibility/usability,
PDF accessibility, MAC/PC Platform

Microsoft Office

Excel, PowerPoint, Word

Other

iMovie, Quark Express, OBS Studio,
Constant Contact

Work Experience

Public Information Specialist 2 (Digital Content)   NOVEMBER 2022 - PRESENT

Multimedia Production Program Specialist 1   MARCH 2020 - NOVEMBER 2022

New York State Workers' Compensation Board

- Work with Board staff to assist in the development, maintenance, and update of the Workers' Compensation Board (WCB) and Paid Family Leave (PFL) websites, using established policies and standards.
- Update PFL website using the Drupal platform.
- Work with WebNY on the PFL website to identify necessary remediation.
- Evaluate test results of WebNY code updates to Drupal 8 platform for impacts on PFL site and report back to WebNY.
- Build site structure to enhance SEO (search engine optimization).
- Assisted in the implementation and maintenance of "Smartling" translation service on WCB and PFL websites.
- Work with Language Access to get vital documents posted to both websites.
- Using the NY.Gov style guide and content from Drupal 8, create/update content on JavaServer pages (JSPs) for WCB website.
- Maintain Development, Staging, and Production web servers.
- Gather all necessary approvals for website updates and archive them.
- Propose and provide ideas for enhancements for the Board's internets and intranets.
- Worked with the communications unit to schedule, record, edit, and post monthly board meetings (and/or other videos) to YouTube.
- Oversee the maintenance/updates of and code base for the employee Staff Directory.
- Review, contribute, and maintain documentation for web support procedures.
- Monitor Siteimprove reports for SEO, accessibility, and technical issues for both the WCB and PFL websites.
- Monitor Google Analytics and Siteimprove to track site usage, identify any potential issues, and recommend updates for improved usage.
- Use Google Analytics and Siteimprove to compile and create quarterly analytic reports with Looker Studio.
- Conduct accessibility and usability testing on the websites and applications.
- Optimize PDFs for accessibility.
- Write up and maintain department procedures (e.g. web page reviewer/approver listing).
- Assist with updates to HR web.
- Assist Forms Department in the creation and updating of Board forms. Creat static, dynamic, HTML5 forms for the agnecy using Adobe Experience Manager (AEM).
- Consult with management and WCB units to ensure projects meet desired specifications.
- Monitor Web Support, Forms, and Webmaster email boxes.
- Supervise Multimedia Production Program Specialist 1s.
- Oversee production schedule. Monitor and evaluate work product.
- Determine and assign work and priorities: delegate, review, and assist with work as needed.
- Train staff in graphic design techniques, web site design and administration, and hardware and software applications.
- Perform all supervisory duties such as approving/disapproving leave requests, reviewing time records, completing performance evaluations, counseling employees as necessary, training employees in new tasks and procedures, and recommending formal training as appropriate.
- Assist in the creation and maintenance of Coursemill certificates.
- Assist in other duties/projects as assigned.

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Constant Contact

Work Experience

Volunteer Graphic/Web Designer   Hive of Hope Albany (Non-Profit)   FEBRUARY 2022 - PRESENT

- Maintain/update Wix website and contact mailing lists.
- Create posts for social media pages.

Graphic Designer   Yankee Trails   JANUARY 2016 - MARCH 2020

- Worked with travel partners and in-house sales team to design print promotional materials; including ads, catalogues, web pages/graphics, and emails.
- Maintained Yankee Trails and Cruise Line branding standards throughout designed materials.
- Managed contracts and workflow for the marketing department.
- Supervised the other graphic designer in the department.

Graphic Designer   AM&J Digital   OCTOBER 2013 - JANUARY 2016

- Worked with clients to meet their print communication and web needs.
- Designed conference, tradeshow, event, and marketing materials.
- Preflighted incoming print materials.
- Built websites with HTML/CSS using Dreamweaver, and WordPress.
- Communicated with outside vendors.

Graphic Designer   Studio136, Association Development Group   MAY 2012 - JANUARY 2013

- Worked with clients to fulfill their print communication needs.
- Created logos, brochures, programs, postcards, signs, stationery, name tags, web graphics, and other conference materials.
- Utilized Joomla to place web/email graphics.

On Site Graphic Designer   Centiv   AUGUST 2010 - MAY 2012

- Worked with Sales Representatives to create marketing material, table tents, wine and drink lists for various restaurants throughout New York State, while adhering to liquor/wine branding standards.
- Fast paced, deadline driven environment.

Assistant Graphic Designer   Spotlight Newspaper   DECEMBER 2009 - AUGUST 2010

- Worked in the art department on advertisements, graphics, and layout for the newspaper and monthly publications.
- Archived past editions.

Graphic Designer   FireThread Studios   NOVEMBER 2008 - JULY 2009

- Collaborated with web developers to produce graphics for client websites.
- Designed and executed Flash animation. Used Microsoft Sequel Server and Visual Web Developer to add content to websites.

Shift Supervisor   Hannaford   AUGUST 2003 - AUGUST 2008

- Supervised front end staff.
- Performed customer service.
- Responsible for large amounts of cash.