

TSEGA DINKA DESIGNER

tsegadinka.com

tsega.dinka@gmail.com

818 571 7766

October 08 - Present **Senior Designer (Tsavo Media)**

As the Senior Designer, I've worked closely with the VP of Product & Design, Director of Content and Dev. teams to concept, design, and release a network of publishing properties targeted towards various online demographics. Once released, I have continued to update and evolve these sites based on research and internal feedback as well as managing the daily workflow of our photo editor.

I was also the lead designer on our Daymix Network site (daymix.com) which acts as a search portal and the front door to our portfolio of sites.

April 08 - October 08 **Senior Web Designer (Spotrunner.com)**

In my current role at Spot Runner, I've been involved in the concepting and design of several advertising media & campaign management tools. Collaborating with product managers, information architects and front-end developers, I have create functional prototypes which are being used for client demos, planning future development and solving existing UI problems. I also designed portals targeted towards our advertising partners.

August 05 - April 08 **Senior Designer (Ticketmaster.com)**

Designer (August 06-07) , Production Artist (August 05-06)

In the Senior Designer role at Ticketmaster, I designed two of the latest user driven products, the MyTicketmaster and the Customize My Alerts pages. My roles on these projects included designing the layout grid, interface and user interaction. Working with a team of front-end & back-end developers, we tested and released products which now provide a richer user experience.

I also re-designed the weekly email TicketAlert that go to over one million subscribers nationwide. This redesign presents a more organized email alert that packs more information & a more user-friendly event calendar.

August 04 - Present **Owner/Web & Print Designer (Tsegadinka.com)**

I have designed & built websites, created logos, music packaging and marketing materials for clients in Los Angeles, San Francisco, New York, Chicago and Portland. These opportunities have not only allowed me to develop as a designer but also help me learn the best way to convey my clients' message.

March 02 - August 04 **Project Manager (tisgrafx.com)**

Production Artist (March 02-May 02)

I was hired to digitize and archive hand-drawn technical drawings for the Bonneville Power Administration. In this role, I was able to restore drawings dating as far back as 1930, for use by field engineers.

After 3 months as a production artist, I was promoted to supervise a team and oversee the completion and final delivery of 10,000 digitized engineering drawing.

My responsibilities included scheduling pick-up and drop-off appointments with the client, quality assurance, training employees and weekly reporting.

SOFTWARE

Adobe Creative Suite, Macromedia Flash, OmniGraffle Pro, BBEdit & MS Office

CODING LANGUAGES

XHTML & CSS with some Actionscript, Javascript, AJAX & PHP

OPERATING SYSTEMS

Mac OS X (preferred), Windows XP

EDUCATION

Virginia Commonwealth Univ.
Bachelor of Fine arts
*Communication Arts & Design
Photography (minor)*

UCLA Extension

*Intro to Macromedia Flash MX
Focus on Action Scripting*

INTERESTS

» *Online*

Information Architecture and
Typography, UI, Social Networking,
New Media

» *Offline*

Music, Painting, Street Art, Hiking,
Photography, Graphic Design,
Furniture Design, Modern Architecture & beauty