

FRANK SCHALK

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Web Portfolio: <http://www.frankschalk.com>

Web designer with 17 years' experience in web marketing, digital media, content design, content development, video / audio production and editing, site administration

SUMMARY OF WORK EXPERIENCE

Project Media Specialist - Cisco Systems

03/15 -05/16

- Implemented, created, and strategized media and user-interface (UI) design content for Cisco's [SkillZone pilot training program](#) for the Internet of Things (IoT) and Big Data curriculum as a member of the learning experience design team.
- Worked closely with Web developers to craft online content to accompany classroom work sessions.
- Created and designed collateral materials and video that illustrated student trajectories in the program.
- Served as videographer and photographer for marketing team to capture industry leaders from Microsoft, IBM, Cloudera and others for promotional materials.
- Contracted through Bay Area Tech Workers

Web Content Developer / Graphics Lead - Apple Computer

04/14 -11/14

- Graphics Lead with the Content Development Group for the official [Apple Online Store \(AOS\)](#)
- Worked with the Publishing Group in staging and final delivery of image and video content
- Worked on iPhone 6 launch and subsequent site re-design.
- Managed content consistency with production designers across the different versions of the site for both Web and mobile platforms.
- Managed image and video repository for AOS store with Adobe CQ5, Apple Product Manager and Apple Geppetto content management systems.
- Contracted via Red Oak Technologies

Web Content Developer - Cisco Systems

01/10 -04/14

- Oversaw content upload process for the Cisco Learning Network, a Jive Software-based social network site for official Cisco certification training: <http://learningnetwork.cisco.com>.
- Assured superior user experience by designing new content, [web banners](#), instructional and interactive media, videos, and wiki content. Used Captivate, Camtasia, Flash, Final Cut Pro and other tools.
- Created Cisco M-Learning campaign YouTube [Web commercial](#) for marketing.
- Designed official Cisco [Google+](#) and [Twitter](#) page graphics. Provided original UI design and front-end support for *CiscoLive!* event [portal page](#), Cisco Mobile Apps [portal page](#), and others.
- Work closely with site community managers on strategy and implementation of content and instructional campaigns based on Google and Jive analytics data.
- Built and edited [YouTube guided tour](#) for Smart+Connected Communities Institute, an early interactive website developed to coalesce ideas from stakeholders on the Cisco initiative for sustainability, smart technology, and digital transformation in cities.
- Contracted via Randstad

Quality Assurance Graphics Specialist - Cisco Systems

08/12 -10/13

- Worked closely with content developers in the creation of [Cisco E-Learning for ICND1](#), an interactive mobile Cisco video training application. Worked to ensure brand and design compliance with third-party design vendor, Envy Labs.
- Enhanced and streamlined Cisco publication graphics and iconography, for use in coursework based on official branding standards. Used Xyleme LCMS for version control and content management.
- Contracted via Randstad

Independent Web, Graphic Design and Video Producer

06/06 -11/09

Web Architect / Developer for **StudioDP2**, San Rafael

- Created, developed and maintained website this video production house.
- Custom built XML- and Flash-powered portfolio [video gallery on homepage](#)

Web Designer / Developer for **Time Tunnel Collectibles**, San Jose

- Designed and created store website, news and events blog at www.timetunneltoys.com
- Created store Facebook account and implemented Google Analytics and Google social apps such as Friend Connect
- Designed and created interactive Flash content with ActionScript, original graphic and sound design

Video Production Contractor, **Academy of Art University**, San Francisco.

- Authored custom DVD designs for duplication
- Worked in post-production video design, digital audio recording, assistant editing, and original music scoring

Web Designer, **PMI Mortgage**, Walnut Creek, CA

- Designed and created advertising Web banners in Flash
- Designed and maintained UI design for corporate Intranet
- Updated sales and intranet collateral, UI design, and maintenance across all corporate PMI sites

Flash Video Designer, **Riveting Media**, Half Moon Bay, CA

- Edited progressive streaming online video for playback in Flash
- Integrated digital video per client's specifications for seamless playback in a custom design

Marketing Design Consultant, **Anacom Inc.**, San Jose, CA

- Designed, wrote copy, and created marketing materials for this satellite communications firm
- Worked with executive staff on final delivery, content, product branding and message

Web Design Consultant, **Signal Transfer, Inc.**, Gilroy, CA

- Worked with executive team to redesign company logo and website

On-Air Commercial Advertising Assistant - Academy of Art University, San Francisco

10/04-06/06

- Assisted in design of broadcast commercial content, primarily television commercials
- Videography (meetings, events)– Documented corporate functions

Additional Video and Web Work

05/01-09/03

- Legalink Video Solutions – Internship, San Francisco, California
- Sierra Atlantic, Inc., Fremont, California

SUMMARY OF TECHNICAL SKILLS

Web / Multimedia: Adobe Scene 7, Adobe CQ5, Apple Geppetto, Apple Product Manager, Xyleme LCMS, Jive SBS 4.5, Google Analytics, Google Drive, Google Play, Google Docs, WordPress, Quicktime Pro, VLC Video Player, Handbrake, WebEx, Vovici Enterprise Survey software, Documentum Web Publisher, Dropbox, Box

Audio / Video Software and Apps: Adobe Creative Suite – Flash, Dreamweaver, Fireworks, Illustrator, Photoshop, Acrobat Professional, Apple Final Cut Pro, iMovie, Motion, DVD Studio Pro, Adobe Media Encoder, Sorenson Video Encoder, Apple Soundtrack, Garageband, Camtasia Studio, Adobe Captivate

Language Formats: HTML5, CSS3, ActionScript, familiarity with Javascript, Bootstrap, PHP, XML, JQuery

Operating Systems / Office: Windows XP, 7, Macintosh OS, Microsoft Office Suite, Google Docs, iPhone OS7

EDUCATION / OTHER EXPERIENCE

M.A., Broadcast and Electronic and Communication Arts, San Francisco State University

B.A., Film/ Video, University of California at Santa Cruz

Volunteer, Second Harvest Food Bank