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fezlab

DENNIS J FESEMYER
DESIGN + ART DIRECTION

PROFESSIONAL

FEZLAB DESIGN / TUCSON, AZ

Designer - Art Director / Owner // November 2007 - Present

- Develop and design branding solutions, by working with clients from idea through implementation, carrying branding and identity standards over to print collateral, and web solutions.
- Design web solutions, user interface design, information architecture and coding with web standards, accessibility, and usability in mind.

Select clients: City of Phoenix, MeToo Trikes™, Southern Arizona Aids Foundation, Robin Sharma Leadership, Jump Cut Films, Ann Tracy-Lopez, Pearson Education Technologies, University of Arizona, Yoga Oasis, The Aroma Tree

GODAT DESIGN INC. / TUCSON, AZ

Designer // May 2007 - November 2007

- Design and illustrate branding graphic for “Edges of Life”, the 2008 lecture series by the College of Science at the University of Arizona
- Developed newly branded identity for Biosphere 2. Design stationery, press kits, in-store displays, and environmental graphics for rebranded Biosphere 2.
- Organizing information architecture, developing feature sets, design and coding of Biosphere 2 / B2 Institute, and B2 Earthscience suite of websites.

RHINO INTERNET SOLUTIONS / PHOENIX, AZ

Designer // October 2005 - May 2007

- Designed and coded a warm, easy-to-use web presence for Arrington Watkins Architects that gave a personal feel to their large staff section, and clearly designates and organizes all the details of their large body of over 150 projects.
- Design and implementation of Advnt Biotechnologies and Oakcraft Inc. online product catalogs. Art direction and design of motion graphics to enhance branding efforts.
- Art Directed, designed, and coded a suite of master-planned community websites for Fireside by Dell Webb / Pulte.
- Designed brochure and print collateral for Hotze Health & Wellness Center to coordinate with recent rebranding, and website design.
- Designed and coded a series of modular web templates for several Arizona State University colleges which were optimized for expandability.

TUCSON.COM • TUCSON NEWSPAPERS INC. • AZSTARNET.COM / TUCSON, AZ

Senior Designer // May 2000 - January 2006

- Developed identity, advertising, print collateral and web design for tucson.com.
- Branding, web design and development for SN Community - an online community for non-profit organizations.
- Redesign and implementation of Tucson Citizen's suite of newspaper websites.
- Designed various promotional 'standalone' sites such as Hoops Madness, StarNet Online Radio, Fitz, Bridal Fair, StarNet mobile, Caliente Restaurant Guide, Annual Movie Poll.

EDUCATION

BFA Visual Communication

University of Arizona, Tucson, Arizona | 1996 (Cum Laude)

PROFICIENCIES

User Interface Design, Identity & Brand Development, Art Direction, Site Architecture, Print Collateral Design, Illustration

SOFTWARE

Adobe Creative Suite, BBEdit, Web Standards, HTML, XHTML 1.0 Strict, CSS 2