

# Weston McWhorter

533 Philip St.  
New Orleans, LA 70130

m: 504.256.8800

e: studio@westonmcwhorter.com

*Design • Development • Project Management*

Experience: **Weston McWhorter Design (New Orleans, LA)**  
*Design, Development, Creative Direction, Project Management* 2009-now

#### Responsibilities:

- Design, front-end development, emarketing and social media consulting
- In-house project management consultant for Trumpet Advertising
- Interactive design and front-end development consultant for Zande+Newman Design

#### Clients:

- Hotel Management of New Orleans
- New Orleans Jazz & Heritage Foundation
- Silverman Group
- Knitting Factory Records
- David Gardner's Jewelers
- Texas Parks & Wildlife Association

**Valentino Creative Services (New Orleans, LA)**  
*Director & Chief Creative Officer* 2006-2009

#### Responsibilities:

- Supervision, management and direction of in-house design and development department as well as coordination of external creative and technical resources
- Development and management of all aspects of project lifecycle - from early discovery sessions with clients (internal and external) to final delivery of project objectives.
- Primary contact for client servicing and new business development.
- Creative direction and development management of all online and offline marketing and sales initiatives for parent company.
- Development and implementation of proactive solutions to marketing, brand awareness and brand enhancement needs of parent company.

#### Accomplishments:

- Design, development, successful marketing, and management of large-scale, long-term interactive application culminating in an online hospitality and tourism database used to guide travel professionals in planning and preparing itineraries for visitors. Adopted by the State of Louisiana for use throughout the state in all travel centers. Application is currently being expanded and developed for adoption by other states.
- Re-design of proprietary hotel booking engine to create consistent user experience and reinforce property brand throughout site visit and booking path.
- Re-design, development and management of web application for New Orleans Jazz & Heritage Foundation - enhanced and expanded UX; enabled easier updating of website content through customized CMS (MaxControl); increased membership contributions and renewals through integration of a new online payment gateway.
- Re-design and development of previously unexploited NewOrleansHotels.com, transforming an otherwise static, non-productive website into a revenue generating source for parent company.

#### Clients:

- Hotel Management of New Orleans
- New Orleans Jazz & Heritage Foundation
- French Quarter Business Association
- The Cinema Advertising Council
- Universal Music Group
- FrenchQuarter.com



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## Experience: Altamont Design Studios (Brooklyn, NY)

*Principal & Founder*

*2002-2006*

### Responsibilities:

- Overall supervision, management and direction of boutique design and development studio.
- Development and management of all aspects of project lifecycle - from early discovery sessions with clients to final delivery and/or deployment of project objectives.
- Primary contact for client servicing and new business development.
- Provide creative and development direction to contractors and freelancers.
- Responsible for overall vision and strategic direction of studio.

### Accomplishments:

- Concept, design, development and deployment of MaxControl content management system.
- Developed a dynamic data table management system for the investment promotion agency of Turkey, which was deployed online and capable of rendering table data and publishing notifications in both English and Turkish. Required time spent in-country to consult with local authorities on design standards and to determine specific client needs.
- Responsible for all creative and development aspects of the newly created Iraqi Trade Information Center in Baghdad, Iraq. Spent time in-country to consult with local authorities on design standards and to determine specific client needs. Successfully executed online application which enabled agency to communicate with Iraqi business owners and potential outside or international investors about the business climate and conditions in country. Developed capacity for site to be translated and experienced in either English or Arabic. Customized version of MaxControl created to facilitate site updates.
- Responsible for all creative and development aspects of the newly created Iraq Investment Promotion Agency in Baghdad, Iraq. Spent time in-country to consult with local authorities on design standards and to determine specific client needs. Successfully executed online application which enabled agency to communicate with potential investors about the business climate and conditions in country. Developed capacity for site to be translated and experienced in either English or Arabic. Customized version of MaxControl created to facilitate site updates.
- Consistently served a diverse group of clients in the music, film, publishing and photography industries by providing myriad design and development services.

### Clients:

- USAID
- Dexis Consulting Group
- Barsuk Records
- FrenchQuarter.com
- Random House Publishing
- Universal Music Group
- The Republic of Turkey
- The Republic of Iraq
- The Services Group
- Lincoln Center for the Performing Arts
- The Farm
- Multilateral Investment Guarantee Agency (MIGA)
- Voxel.net
- VMAC



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Experience: **Universal / Motown Records (New York, NY)**  
*Webmaster & Asst. Interactive Producer* *2001-2003*

#### Responsibilities:

- Maintenance, administration, monitoring and updating of over 150 artist sites, as well as label portals for Universal Records, Motown Records and Republic Records.
- Develop and produce original content for sites in addition to rich media assets for online advertising campaigns and other marketing initiatives.
- Front line support regarding site updates and general site maintenance.  
Additional project management of full site production through entire project lifecycle.
- Extensive involvement in QA/QC testing of new sites and digital tools.
- Instrumental in developing original initiatives for building online communities among the artists' fanbase and creating a unique user experience, that will eventually reach beyond the conventional web interface.

**MTV.com (New York, NY)**  
*Online Production Assistant* *2000-2001*

#### Responsibilities:

- Gather digital assets for artist pages (audio/video/photos).
- Build artist mini-pages.
- HTML/Java Script generation and editing, copywriting and other content generation tasks.
- Some QA/QC testing as well as involvement in developing original feature content for the site.

Professional Development: Participant: AIGA National Design Conference 2009  
Participant: W3C's Open Web Education Alliance 2009  
Participant: AIGA National Leadership Conference 2008 & 2009  
Participant: Business Perspectives for Creative Leaders 2007  
(AIGA / Harvard Business School; Boston, MA)  
Student: Advanced Actionscripting for Flash 2003  
(School of Visual Arts; New York, NY)  
Student: Web Project Management 2002  
(The New School; New York, NY)

Relevant Skills: Extensive experience with relevant design and development tools and languages including Adobe Photoshop, Illustrator, InDesign, Flash, Motion, Final Cut Pro, DVD Studio Pro, XHTML, CSS, JavaScript, AJAX, PHP, MySQL, XML and ActionScript. Custom content management application development as well as Expression Engine, WordPress and Drupal development. Experience with design and development for Campaign Monitor, MailChimp and Emma emarketing systems. Typical business apps (Apple iWork + MSOffice)



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**Community Involvement:** Participant: Create! Don't Hate Youth Mentoring Program 2009  
President - AIGA New Orleans 2008-present  
Programming Director - AIGA New Orleans 2007-2008  
Volunteer - Habitat for Humanity (New Orleans, LA) 2006

**Education:** Tulane University, New Orleans, LA 2006-2007  
Columbia University, New York, NY 2006  
Texas A&M University, College Station, TX 1991-1995

**References:** Personal and professional references available upon request.

