

Cheston D. Buchanan

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Professional Objective

I am a creative professional bringing over ten years of experience in multimedia design to a challenging senior level position. My ideal role would engage and extend my technical and creative abilities.

Skills

Graphics/Animation: Adobe Photoshop, Illustrator, After Effects, Premiere, Final Cut Pro, Motion
Publishing: WordPress, Madcap Flare, Adobe InDesign, Acrobat
3-D Software: 3-D Studio MAX, Rhinoceros 3-D, Substance Painter, Unity
Scripting/Programming: C#, JavaScript, CSS, HTML, PHP
Office Productivity: Microsoft Excel, Word, PowerPoint

Experience

Sherwin-Williams Company, Cleveland, Oh. **9/2019 — Present**

Front-End Developer/Analyst

Design, develop and produce internal publications including the company's policies and procedures manual and help desk knowledge base.

- Streamline processes for delivering content in the Madcap Flare digital publishing platform
- Install architecture on Windows server to provide global access for over 4,000 retail locations
- Establish style guide for infographics, create visual assets for help desk documents

Pacific Gas and Electric Company, San Francisco, Calif. **12/2013 — 8/2019**

Multimedia Content Producer

Plan, create and manage digital publications for the PG&E Marketing and Communications team; production of multimedia assets for internal and external audiences.

- Produce content for the Currents brand journalism site, social channels and news releases; develop and maintain WordPress platform
- Design ONE PG&E monthly print newsletter reaching 23,000 employees
- Art direction of creative for multiple lines of business

Pacific Gas and Electric Company, San Francisco, Calif. **6/2010 — 11/2013**

Visual Designer (Contractor)

Design and graphic production for several PG&E departments including Online Communications, Customer Care and the PG&E Currents news site.

- Edited HD video for news features and public relations statements
- UI design for consumer and business sites
- Created infographics and PowerPoint presentations for executive communications

TheLadders.com Inc., New York, N.Y. (telecommute) **10/2008 — 6/2010**

Freelance Graphic Designer

Complete Web and print projects for an executive job search placement site.

- Designed e-books in Adobe InDesign and PDF newsletters
- Created web illustrations to accompany career advice articles
- Created charts and infographics for sales and editorial presentations

Hanson Law Firm LLC, Alameda, Calif. **8/2009 — 6/2010**

Web Video Producer (Freelance)

Edit digital video footage for real estate law firm; design and code video players using Adobe Flash.

Ziff Davis Enterprise Inc., San Francisco, Calif. **3/2004 — 10/2008**

Senior Designer

Responsible for creating visual assets across ZDE technology enterprise sites and blogs (eWEEK.com,

Continues

Channel Insider, CIOInsight.com, et al.). Produced video, including eWEEK NewsBreak, marketing videos and on-location coverage at trade shows.

Dekosoft Design, Brooklyn, N.Y.

10/2001 — 2/2004

Freelance Designer

Delivered online projects for corporate and nonprofit clients.

CNet Networks, Inc., San Francisco, Calif. 4/1997 — 9/2001

Art Director

Established look and feel for the ZDNet News Web site. Extensive web and graphic design for breaking news cycles; daily art production. Managed freelance and in-house graphic artists.

Education BOSTON UNIVERSITY. Boston, Mass. Master of Arts, English (Creative Writing).

MASSACHUSETTS INSTITUTE OF TECHNOLOGY. Cambridge, Mass. Bachelor of Science.
Civil Engineering (Engineering Systems & Computation).

PHILLIPS EXETER ACADEMY. Exeter, N.H.