

MISTY RATCLIFF

SUMMARY OF QUALIFICATIONS

- Quality driven professional with customer-centric focus and problem solving, “can do” attitude.
- Strong communication skills, successful in maintaining rapport with key decision makers at all levels of a project.
- Able to analyze, understand and communicate the business aspects of a project with both technical and non-technical people.
- Quick learning, high level team member with a proven track record of accomplishing goals with low supervision.
- Capable of managing multiple areas of responsibility through efficient communication with internal and external personnel.
- Able to simultaneously view project from high and low levels, allowing foresight of potential problem areas early in a project.

EDUCATION

2003 **University of Alabama** **Huntsville, AL**
Bachelor of Arts
Major Emphasis: Graphic Design
Minor Emphasis: Computer Mediated Communications (Cognate)

EXPERIENCE

2005 - 2009 **Centresource** **Nashville, TN**
Director of Design, Project Manager, Traffic Manager, Project Consultant

- As *Director of Design*:
 - Established design as its own department and managed relationship with offshore contracting firm.
 - Fostered an atmosphere of quality leading to improved market presence.
- As *Project Manager*:
 - Established first full time project management position.
 - Managed daily project needs of 60 – 80+ clients.
 - Responsible for scheduling of project tasks, maintaining a reasonable staff workload while meeting demanding client needs.
 - Coordinated with billing for cash flow projections
 - Engaged in strategic planning for growth and improvement of the project management function.

- As *Traffic Manager*:
 - Established the first full time traffic management position.
 - Member of team that implemented Project/Traffic management system. Responsible for training other employees.
 - Engaged in strategic planning for growth and improvement of the traffic management function.
- As *Project Consultant*:
 - Established the project consultant function.
 - Acted in any capacity required to keep projects on time and within budget, including: design, content placement, client relations, research, CSS/HTML breakdown, etc.
 - Responsible for learning new software packages and training staff.
 - Responsible for QA of all client facing products.
 - Established customer training processes – responsible for all training documentation and methods.

2003 – 2005 Digital Dog Inc. Nashville, TN

Graphic Designer, Production, Quality Assurance

- Responsible for complete lifecycle of website design: concept, design, HTML development and quality assurance.
- Created training videos and tutorials.
- Acted as Account Manager for existing clients requiring maintenance and new functionality.

2002 - 2003 University of Alabama Huntsville, AL

Project Manager, Web Designer, Information Architect, QA

- Responsible for project management of multiple projects
- Information Architect, Designer and Quality Control for several websites including Dept. of Liberal Arts, Dept. of Career Services and the Dept. of Humanities.
- Creation of reference material and training documentation.
- Demonstrated value of the Web Cognate program to the university and the College of Liberal Arts, resulting in growth in co-op and employment opportunities for cognate students as well as a 4X increase in cognate enrollment.
- Recognized and selected by Dean of Liberal Arts to oversee and create new Dept. of Liberal Arts website.

2002 **Lady's Trace Enterprises** **Fayetteville, TN**
Consultant

- Responsible for entire lifecycle of project: creation of information architecture, website design, html development and quality control
- Creation of reference materials and training documentation.