

Gary Toriello

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Summary

Senior web/interactive designer, graphics/typography expert with 15+ years' experience planning, designing, developing and testing award-winning websites (internets and intranets) for Unilever Best Foods, New York State Unified Court System, Hanover Direct and White Amber (a startup acquired by PeopleSoft).

Technical Skills

Graphics: Photoshop; Illustrator
Web: Dreamweaver; HTML/CSS hand coding; Fireworks; Flash; JQuery
Print: InDesign; Acrobat Pro
OS: Windows; Mac

Experience

**Senior Web Designer
Developer**
'02 – Present

New York State Unified Court System – NYC, NY

Plan, design, develop, implement and maintain the court system's public internet and private intranet, each 10,000+ pages covering 13 judicial districts & 62 county courts in New York State. Nycourts.gov (385,000 daily page views, up 50% since 2006) has been named from among 4,000+ sites as a three-time winner of the Justice Served: Top 10 Court Website Award ('02; '04; '08).

- Develop page layout, navigation, animations, buttons and icons. Present concepts and designs to senior management for approval.
 - Design static and animated banners for use in cross promoting new programs, initiatives and public service announcements (PSAs).
 - Develop standards/best practices for site design, navigation, coding & publishing. Review internal/external sites for compliance. Implement standards-compliant code with an emphasis on browser compatibility, accessibility & SEO.
 - Develop and implement user-based portals for attorneys, judges, jurors and other user groups, reducing helpdesk requests by 85%.
 - Manage the work (graphics; coding; formatting) of junior designers and more than 100 remote content providers; collaborate with remote content providers to determine ongoing site requirements and implement new features.
 - Train content providers in Photoshop, Dreamweaver and HTML/CSS coding procedures/best practices, enabling content providers to make site updates independent of Web department and saving thousands of man-hours per week.
 - Validate, test and debug hundreds of intranet, internet and external sub-sites.
 - Operate within \$75,000 hardware/software budget; recommend purchases.
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**Web Design Mgr.
Intranet Consultant**
Contract
'01 – '02

Unilever/BestFoods – Englewood Cliffs, NJ

- Designed 50 page intranet for the Digital Futures Lab.
- Designed Flash movies that were presented to senior-level management to determine future business possibilities, applications and strategies.
- Designed HTML-based GUI front end for internal knowledge/document management system.

Senior Web Designer

'00 – '01

White Amber – Lake Success, NY

White Amber (a startup acquired by PeopleSoft) developed web-based software used to interview, hire, schedule and manage payroll for temporary personnel at Fortune 500 companies, including Xerox, Avis and First Union.

- Designed GUI for 225-page web-based software application; interfaced with 20 Lotus Notes developers on production, quality control, testing, and new-feature implementation. Designed custom enhancements to meet clients' business requirements.
- Collaborated with CEO to develop and produce application wire frames, work flows, user scenarios and functionality.
- Created Flash animations and marketing materials for use by CEO and Sales to pitch potential Fortune 500 clients.
- Planned, designed, launched and maintained 150-page corporate website.
- Designed company logo, business cards and letterhead.

Web Designer

'98 – '00

Hanover Direct – Weehawken, NJ

- Conceptualized and designed e-commerce sites for fashion/home improvement/home décor mail order catalogs, including Fashion Bug, Silhouettes, The Company Store, Domestications and International Male.
- Developed static and animated banners for use in advertising, interactive marketing and cross-promotion.

Education

Stevens Institute of Technology

Bachelor of Science

Major: Mechanical Engineering, Computer Aided Design

Professional Development Coursework

Fashion Institute of Technology

- Photoshop; Advanced Photography

Lodestone Digital

- Advanced CSS

Noble Desktop

- Dreamweaver Advanced Interactive; JavaScript/JQuery
- Flash Advanced/ActionScript 2

Parsons School of Design

- Typography
- Graphics Design

NYU School of Continuing & Professional Studies

- Typography II

Volunteer Work

Designer & Webmaster - JC Fridays (non-profit)

2006 – Present

Volunteer - Jersey Cares

2005 – Present

Volunteer - New York Cares

2001 – Present

Designer & Webmaster - Hoboken Ski Club

2004 – 2009

Personal

Interests include rollerblading in Central Park, mountain biking in New Paltz, & skiing in British Columbia / Europe.