

**BOYD LAKE** [webdesign.boydlake.com](http://webdesign.boydlake.com/)

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Leander, TX 78641 (**480) 216-1842**

**SEO Manager, Web Designer & Developer**

I design, manage and execute SEO strategies and initiatives to improve SERP results. To do this I execute on and off-page strategies, keyword analysis and research, site and page audits and optimizations, performance tracking and reporting, schema formulation and implementation, citation and link building campaigns, web design and development disciplines, and front-end development platforms. I analyze and respond to Google search algorithm changes to maximize rank performance for my clients. I write copy well, and often write and optimize content for clients.

I have front-end development experience, and experience creating web design, layouts, mockups, and site building including graphic design, typographic design and branding design. I have extensive experience with team leadership, mentoring, scheduling, training, and management.

**Software Tools**

WordPress, Google My Business, Analytics, Search Console, Data Studio, BrightLocal, SEMrush, Agency Analytics, Screaming Frog, MS Office, Excel, Word, Adobe CC, Photoshop, Illustrator, InDesign, After Effects, Squarespace, InVisionApp, HTML 5.0, CSS 3, SASS, JavaScript, jQuery, PHP, MySQL, HCI Interaction, Basecamp, Zapier, Alienbrain, Subversion, Perforce.

**Education**

**Brigham Young University - Idaho**

B.S. Web Design & Development

Graduation April 2018 — **GPA 3.93, Cum Laude**

Front & Backend Dev Certificates

**Brigham Young University**

Design, Illustration April 1997 — April 1998

**ITT Technical Institute**

A.A.S. — CAD and Design - Graduation January 1990

**College of Eastern Utah**

A.S. General Studies — Graduation June 1988

**Job History**

**SEO Manager, Web Designer, Developer***Sew & Vac Media, Idaho Falls, ID* **June 2018 – Present**

I analyze and monitor page keyword rank performance and make recommendations for content creation and optimization. I consult with clients to understand their short and long-term company goals and develop strategic campaigns to meet those goals. I report and discuss campaign progress with clients. I perform site audits and analyze and identify areas to improve rank and performance. I design and execute site and page optimizations. I implement several types of link building strategies. I also create and monitor citation campaigns. I perform and manage web design including wireframing, sketching and the creation of thumbnail concepts. I create mockups and prototypes. I create branding and logo graphic designs, photo imaging and processing, typography design, layout design. I train and mentor team members in the above processes. I perform scheduling, tasking and manage team in tasks for the above areas.

**Web Designer Intern***Sew and Vac Media, Idaho Falls, ID* **April 2018 – June 2018**

I created web designs including wireframing, sketching and creating thumbnail concepts. I also created mockups and prototypes. I created branding and logo graphic designs, photo imaging and processing, typography and layout design. After three months I was promoted to SEO Manager.

**Senior 3d Character Artist/Designer** —*Freelance, Leander TX, 3d Characters* **October 2015 – April 2018**

I created 3d character work for various clients, such as Intel, Activision, Nexon America, and Kaneva in the video games and mobile apps industries. I worked on concepts to final artwork.

**Lead 3d Graphic Artist***Cadillac Jack, Austin TX, Casino Gaming, Unity* **May 2013 – February 2016**

I led a 3d team in the creation of real-time and offline production assets for casino slot machine games developed for the Unity engine. This included mentoring, training and establishing best practices as well as making software and hardware purchase recommendations. To do this I created a web-based set of tutorials for illustrating the 3d process to help staff and execs understand the unique challenges of 3d productions.

**Senior 3d Character Artist** —*Freelance, Xbox 360, PS3, – IOS, Android games* **September 2012 – May 2013**

I created 3d character work for various clients including Activision in the video games and mobile apps industries.

**Senior 3d Character Artist (Contract)***2XL Games, Phoenix, AZ – IOS, Android* **January 2012 – August 2012**

I created 3d character artwork and animation for mobile app and game projects. I met with clients and formulated designs and solutions to meet their needs. This included educating the client and working together to accomplish their goals.

**Senior 3d Character Artist** —*Freelance, Xbox 360, PS3, IOS, Android games* **October 2011 – January 2012**

I created 3d character work for various clients including Activision in the video games and mobile apps industries.

**Senior 3d Character Artist***THQ DSP, Phoenix, AZ – Xbox 360, PS3 games* **January 2010 – October 2011**

I created 3d character assets and managed outsource implementation of all character rider gear and character models for MX ATV Alive. Software used: 3ds Max, Zbrush, Photoshop, MS Office, MS Project.

**Lead 3d Character Artist***THQ, Phoenix, AZ – Xbox 360, PS3 games* **May 2004 – January 2010**

I led a group of 3d character artists in the production of assets for two major AAA console game releases. I managed team tasks and schedules, designed and debugged the character art pipeline and interfaced with dev team members. I interviewed potential new team members and made hiring recommendations. I also made employee review recommendations. Software used: 3ds Max, Zbrush, Mirai, Photoshop, MS Office, MS Project. My team was awarded the **THQ 2010 Team Award**

**Scene Lead, Cinematics***Glyphx Inc. Orem, UT – Xbox, PC games* **September 2003 – May 2004**

I interfaced with team members to gather, assemble and finish final renders of cinematics animations for Advent Rising. Software used: 3ds Max, Photoshop, MS Office.

**Senior 3d Character Artist***Rainbow Studios, Phoenix, AZ – Xbox, PS2 games* **June 2000 – September 2003**

I created 3d character assets and animations for various broadcast and video games projects and mentored and trained junior artists. I also designed best practices and pipeline solutions for animation production. Software used: 3ds Max, Maya, Photoshop, MS Office.

**3d Character Artist, Animator***Glyphx Inc., Orem, Utah – Game Cinematics* **June 1998 – June 2000**

Created bids for and created character assets and animation for several video game cinematics and key art projects, while providing production operations leadership. I also handled project bidding and scheduling. I helped interview and hire job candidates. Software used: 3ds Max, Photoshop, MS Office, NWorld.

**Production Manager, 3d Animator***Xactware Inc., Orem, Utah – CBT* **April 1993 – June 1998**

I created the production process and hired the team to create the art, animation and video assets for CBT training projects. I managed employees and performed employee reviews, interviewed and hired job candidates for the team. Software used was 3d Studio, Photoshop, MS Office.

**CAD Drafter, Designer***Utah Fuel, Scofield, Utah – Coal Mining* **January 1990 – April 1993**

I performed drafting and design, surveying, and network administration duties for the Utah Fuel Engineering group. I also **created custom command code in AutoLISP** for custom engineering and surveying tasks. I used AutoCAD, Novell, and MS Office.

**Additional Skills**

* SCRUM Experience
* Adaptable to fluid work environments
* Comfortable with both technical and visual tasks
* Strong Graphic and Design background
* Loves learning new tools and techniques
* Able to create Schema (JSON ld) markup for rich snippets
* Social Media Design
* Good grammar for blog and copywriting
* I enjoy mentoring