



**ANDY FRALEY**

*Graphic Design*

andy@andyfraley.com

**EXPERIENCE**

- Oct 2007–Present **Time Inc Interactive**, New York, NY  
*Senior Visual Designer* Led redesign of several magazine websites, including Health.com. Designed packages and interactive features for EW, Real Simple, and other Time brands.
- Feb 2006–Oct 2007 **AOL, LLC**, New York, NY  
*Senior Designer* Designed and skinned browser GUI for the Netscape 9 browser, including all button and icons. Redesigned MyNetscape and Netscape.com portals. Recommended design, coding and technology standards and best practices.
- May 2004–Feb 2006 **Dow Jones and Company, Inc.**, New York, NY  
*Web & Graphic Designer* Designed prototypes for new products including email newsletters, online databases and PDF publications. Redesigned several existing publications.
- Oct 2002–May 2004 **Venture Reporter**, New York, NY  
*Web & Graphic Designer* Maintained online database product. Led efforts to improve user interface and functionality. Produced email newsletters, advertising and publications.
- Jan 2000–Oct 2002 **Freelance**, New York, NY  
*Web & Graphic Designer* Developed identity and collateral systems. Designed and produced web sites. Provided ongoing site administration. Created icons, web graphics and animations.

**EDUCATION**

**Illustration**, AAS, Fashion Institute of Technology  
**Graphic Design**, BFA, Fashion Institute of Technology

**SKILLS**

*Software* Quark Xpress; Adobe InDesign, Photoshop, Illustrator; Flash  
*Web Technologies* (X)HTML, CSS, PHP

*References available upon request*