

**Cindy Au-Thach**  
**Columbia, MD 21044**  
[cindy@cindyau-thach.com](mailto:cindy@cindyau-thach.com)  
240-476-4844

**SUMMARY:** Detail-oriented and creative Senior Designer with over 7 years of Web Project Management and Web Design experience and over 10 years Design experience in the wholesale and retail industry. Demonstrated project management, designing, and problem solving skills; extensive merchandising and business development experience. Extensive knowledge of all stages of graphic/web design from conceptual to product launch,

**Objectives:**

Executive Management position allowing to demonstrating organizational, creativity, communication, and project management skills proven by 7 plus years of successful employment in Web related area.

**Profile:**

Over 10 years experience as professional manager and creative designer.  
Motivated, organized and creative professional with over 7 years of Web Project Management.  
Demonstrate professional skills both in technical and creative aspects of any web-based business endeavors.  
Outstanding communication skills with professionals and non-professionals at all levels.  
Ability to direct complex project from concept to fully functional status.  
Expert knowledge of usability best practices and creating highly functional interfaces  
Thrive in deadline-driven environments.  
Excellent team-building skills.  
Organized, highly motivated, and detail-directed problem solver.  
Excellent analytical and troubleshooting skills  
Goal-oriented individual with strong leadership capabilities.  
Ability to work in team environment but also work independently

**Professional Experience:**

<b>2000 - Present</b>	<b><i>Sr. Webmaster/Sr. Web Designer/Project Manager</i></b>	<b>The Boyds</b>
<b>Collection, Ltd. PA</b>		

Manage a web department in developing, designing and managing company's websites, email marketing designs and internal all web-based marketing projects.  
Complete Project management experience for multiple projects.  
Create user friendly and innovative websites for Company for different audience ranging from toddlers to adult.  
Responsible for the creation or direction of all web-based projects from concept to completion, including defining all business requirements, risk assessments, defining process, database design, integration with existing company's main frame, branding, website design and build, implementation, testing, marketing collateral, and eMarketing effort.  
Controls all technical aspects of website, including performance issues, such as speed of access, and approving site content.  
Plans, develops, tests, edits, maintains documents and controls content, look, and flow of websites. Applies knowledge of programming techniques, database and computer internet systems.  
Evaluates statistical study of traffic patterns (visitors). Analyzes and develops specifications, determines feasibility, cost and time required, compatibility with current system, and computer capabilities required for new or revised websites. Prepares flowcharts and diagrams to illustrate sequence of steps program must follow and to describe logical operations involved.  
Designs screen displays to accomplish goals of site. Provides specifications, using flowcharts and diagrams, into sequence of detailed instructions and logical steps for coding into language that can be processed by computer.  
Assists in solving operating problems with site.

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### **Specifics Projects examples:**

Recently redesign company website (both front end and back end) to reflect ecommerce and new branding guidelines ([www.BoydsStuff.com](http://www.BoydsStuff.com)). New website has ecommerce functionality and also integrated with company's network of retailers. All creative concepts were produced using Photoshop and Illustrator as well as Flash for animation. Websites production using Coldfusion Studio (HTML) which requires extensive HTML and JavaScript knowledge as well as the use of Style sheets.

Manage company's B2B website which requires both front end and backend updates on a regular basis. ([www.BoydsBiz.com](http://www.BoydsBiz.com))

Responsible for designing conceptual storyboards for company's new concept. These storyboards/screenshots are used to present to potential buyers.

Responsible for the complete design and development of a **web-based** Home Party Tracking system. Managed integration of company's main frame system with web-based portal.

([www.BoydsHomeReunions.com](http://www.BoydsHomeReunions.com))

Design and develop CMS system for company internet. CMS system can track email response, product upload process and content management.

Design and produce company's eMarketing effort on a weekly basis. Total audience reached approximately 300,000 opt-in recipients.

Manage CMS web-based registration system for company retail division. (Boyds Bear Country in Gettysburg, PA)

### **Skills Summary:**

Expertise in Project Management

Strong knowledge of all stages of graphic/web design from conceptual to product launch, including composite creation, site builds using authoring tools or hand-coded using ColdFusion Studio, FTP knowledge database integration, and motion graphic design and integration.

Extensive Design 10+ years experience

Extensive knowledge of HTML and JavaScript.

Proficient with HTML editor such as Adobe Dreamweaver , Coldfusion Studio, GoLive and CMS systems

Working Knowledge of Flash MX for animation

Experience with ColdFusion programming, SQL 2000 database, DHTML, Illustrator, Photoshop, Macromedia Flash and Dreamweaver

Outstanding Problem Solving Skills

Excellent People Skills

Proficient in Microsoft office, Microsoft Project, Microsoft Visio, Microsoft PowerPoint

### **Employment History:**

06/1999  
07/98  
04/97

**Web Designer**  
**Senior Designer**  
**Head Designer**

**MSI Technologies, INC, Maryland**  
**Excel Sportswear, New York**  
**Britches Great Outdoors, Herndon, VA**

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**EDUCATION:**

University of Maryland. Bachelor of Science. Dean's List  
Webmaster Certification  
ColdFusion Course Completion with Fig leaf

**Websites:**

[www.Boydstuff.com](http://www.Boydstuff.com) (Informational - database driven)  
[www.ShopBoydStuff.com](http://www.ShopBoydStuff.com) (eCommerce partnering with third party eCommerce platform)  
[Shop.BoydStuff.com](http://Shop.BoydStuff.com) (eCommerce partnering with third party eCommerce platform)  
[www.BoydBiz.com](http://www.BoydBiz.com) (members/retailers restricted - eCommerce, in-house)  
[www.BoydBearCountry.com](http://www.BoydBearCountry.com) (Informational)  
[www.boydshomereunions.com](http://www.boydshomereunions.com) (Informational)  
[www.myBoydHomeReunions.com](http://www.myBoydHomeReunions.com) (members only - Home parties tracking mechanism) Use 365642 and PW 111111  
[iLeadLLC.com](http://iLeadLLC.com)  
<http://boydsstuff.stage.boydsbiz.com/> (kids eCommerce, in-house, will be furnished upon Request)  
<http://www.boydspupspals.com>  
[www.simplelivin.com](http://www.simplelivin.com) (informational - beta only, not published, will be furnished upon Request)

**References:** Additional will be furnished upon Request

**TESTIMONIALS:** Below are some testimonials from the leadership member of the company.

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**From:** JAN MURLEY, CEO

**Sent:** Tuesday, May 16, 2006 10:44 AM

**To:** CINDY AU-THACH, WEB; ONLINE ECOMMERCE

**Cc:** LEADERSHIP TEAM

**Subject:** RE: [BoydStuff.com](http://BoydStuff.com) Launched and it's live!

Cindy

*Congratulations to you and the team. This is an exciting development and an important part of Boyds' future growth. I want to thank you and the entire team for all of the hard work and dedication to learning and doing to make this an exciting, easy to use site for our customers. You have set a new standard for innovation and speed.*

*Well done.*

Jan

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**From:** MICHAEL A. PRAGER, VP  
**Sent:** Friday, May 12, 2006 3:34 PM  
**To:** DAVE MILLER, VP; LEADERSHIP TEAM; ONLINE ECOMMERCE  
**Subject:** RE: On Line Launch

Online Team,

*This is outstanding news! And, great work by everyone. Thanks to everyone's hard work and commitment to not only complete this but do it in such a quality way. These are the types of major steps that will help move the Company to a much better place in the future.*

Thanks, again!

Mike

[m\\_prager@boydsstuff.com](mailto:m_prager@boydsstuff.com)  
717-633-9898  
x2308

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**From:** JAN MURLEY, CEO  
**Sent:** Friday, April 21, 2006 10:21 AM  
**To:** CINDY AU-THACH, WEB; LEADERSHIP TEAM  
**Cc:** ONLINE ECOMMERCE  
**Subject:** RE: homepage and cart

Cindy

*This is outstanding progress. The team, under your leadership, has done great work in a short period of time. We look forward to going live in May and starting to learn how high is up.*

Thanks for all the hard work.

Jan