



# SharePoint Cat



## Catherine Owen Dew

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### Education

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Mississippi State University

Fall 1998 - Fall 2002 Overall G. P. A. 3.6

Received a Bachelors of Fine Arts Degree with an Emphasis in Graphic Design

Received a Bachelors of Fine Arts Degree with an Emphasis in Painting

### Skills

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Both PC and Mac Platforms

Programming:	DHTML/CSS, Flash ActionScript, XML, .NET
Platform:	Windows, OS X
Tools:	Visual Studio, Visio, MS Office, Microsoft Office SharePoint Server, Microsoft Office SharePoint Designer, Adobe Creative Suite: Illustrator, InDesign, Photoshop, Dreamweaver, Flash, Acrobat, Telerik RadControls, Wordpress, Web Matrix
Testing:	Mercury Quality Center
Communication:	Requirements gathering on creative projects and coordination with vendors on final products, Creation of Requirements Documentation for Custom Developed Solutions

### Experience

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#### Summit 7 Systems

Senior Consultant 2010 - Present

Ms. Dew is a senior consultant responsible for designing, developing, implementing and supporting SharePoint sites and custom software solutions. Her experience focuses on all types of sites including intranet, extranet, and public facing internet sites. Ms. Dew also works to create comprehensive marketing campaigns to encourage end user adoption. She also created and implemented an effective implementation discovery process and method for translating those requirements into an end user and system governance document.

- Gather requirements to define the “look and feel” of a site
  - Develop and gather requirements for creation of implementation strategy
  - Develop End User and System Governance Plans
  - Develop Communication Plans
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- Development of Designs including: custom master page, custom page layout, CSS, Solution Packaging
- Logo Creation
- Copywriting
- Marketing Material Designs: Email Campaigns, Slicks, Advertisements, Tradeshow Booths, Logo Items, Posters, Web Banners, Brochures, Marketing Campaigns
- Creation of the SharePoint Designer 2010 Course that is taught currently by MindSharp

## CTS, Inc.

Graphic Designer and Consultant                      2006 - 2010

Ms. Dew is a consultant responsible for designing, developing, implementing and supporting SharePoint sites and custom software solutions. Her experience focuses on all types of sites including intranet, extranet, and public facing internet sites. Ms. Dew also works to create comprehensive marketing campaigns to encourage end user adoption.

- Gather requirements to define the “look and feel” and site architecture
- Development of designs complete with
- Implementation of Developed Customized Branding for intranet sites
- Producing documentation for Customized Branding
- Site Architecture and User Interface Design for a migration from SharePoint 2003 to a MOSS intranet
- Logo Creation
- Marketing Material Designs: Email Campaigns, Slicks, Advertisements, Tradeshow Booths, Logo Items, Posters, Web Banners, Brochures, Marketing Campaigns
- Created and maintain the CTS external websites, which are hosted and delivered using MOSS
- SharePoint Trainer for New Horizons Learning Center - SharePoint Designer 2007 Levels 1 and 2 and Custom SharePoint 2007 classes for clients
- Development of User Acceptance Testing for Custom Branding solutions
- Development and Documentation for Quality Assurance on Software and Database Reporting Solutions
- Maintained Vendor relations and negotiated vendor contracts for production of materials

## Edge Creative Strategies

Art Director                      2005 - 2006

As an art director at this advertising agency Ms. Dew was responsible for developing solutions for both non-profits and for-profit companies to position themselves in the market.

- Logo Design
- Creative and Design for Print Materials including: event invitations, annual reports, brochures, direct mail and newspaper inserts, Promotional Collateral, billboards and advertisements
- Supervised Vendor relations with printers and newspapers
- Designed and supervised the implementation of websites
- Designed, illustrated, and supervised photo shoots for publication in Print Materials



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## Marrot Communications

Art Director/Production Manager 2004 - 2005

Ms. Dew worked as an art director at Marott Communications. During her time at Marott she worked with the Creative Director to develop creative solutions for a variety of clients. She also worked to create an interactive web selling tool for a new home community. While at Marott, Ms. Dew also worked to produce several television and radio spots.

## Builder Display & Art

Graphic Designer 2003 - 2004

Ms. Dew worked as the graphic designer for Builder Display (BDA) and Art. During her time at BDA she worked with various home builders in Texas to design and implement their point of sale graphics. Ms. Dew also produced detailed technical illustrations and custom sales materials for the home building industry.

## Publications

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SharePoint 2010: Six in One by Wrox: Author

SharePoint 2010 Administrator's Pocket Consultant by Microsoft Press: Contributor

## Honors and Certifications

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- Microsoft Certified Technology Specialist - SharePoint 2007 Installation and Configuration
- Summit 7 Systems "Above and Beyond" 2011 Award Recipient
- Addy Awards, Houston Texas Advertising Federation - 3 Gold and 2 Silver

## Community Groups

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- Board Member for the Rocket City SharePoint User's Group –present
- National Board Member of Women in SharePoint Group 2009 - present
- Founded and ran the Birmingham SharePoint User's Group –Founder and past President ([www.sharepointbham.org](http://www.sharepointbham.org))
- New Horizons Learning Center – Trainer SharePoint Designer
- SharePoint Saturday Huntsville (May 1, 2010) Organizer
- Global SharePoint Users Group – Co-Founder ([gspug.org](http://gspug.org))

## Conferences and Community Speaking Events

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- International SharePoint Conference London 2012
  - SharePoint Evolution Conference UK Spring 2011
  - SharePoint Connections Spring 2011
  - Best Practices Conference La Jolla Spring 2011
  - Best Practices Conference DC Fall 2010
  - Atlanta SharePoint Users Group
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- Baltimore SharePoint Users Group
- Indianapolis SharePoint User Group
- HUNTUG – Huntsville New Technology User Group
- Rocket City SharePoint User Group
- Birmingham SharePoint Users Group
- TechBirmingham TechMixer University 2009
- Alabama Code Camp 2010
- SharePoint Pod Show - [sharepointpodshow.com](http://sharepointpodshow.com)
  - Branding Interview
  - Community Involvement Panel

## SharePoint Saturday Speaker - [sharepointsaturday.org](http://sharepointsaturday.org)

- Toronto
- New York City (2)
- New Orleans
- Ozarks (2)
- Baltimore (2)
- Phoenix
- Tampa
- Washington DC
- Kansas City
- Huntsville
- Vancouver
- DC – The Conference
- Dallas
- Atlanta
- Chicago (2)

## Other Groups

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- VSA arts of Alabama, Junior Patron Communication Chair

Blog on SharePoint and Design: <http://www.sharepointcat.com>

References, portfolio and transcript available upon request.

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