

Fred Lavizadeh
Portfolio: (www.lavizadeh.com)
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Web Designer and Developer

- Creates and manages complex Website projects featuring advanced usability, content management, and design. Extensive marketing and branding experience along with knowledge of search engine optimization and marketing.
- Superior skills in Web design (static, mobile and responsive design), development, and problem solving.
- Effective graphic, digital, and advertising design including logos, banners, and marketing material.
- Advanced HTML, CSS, Dreamweaver, Photoshop, Fireworks, Illustrator, Responsive Web Design, Javascript as well as proficiency in SEO, JASON, jQuery (implementation), and WordPress.

Independent Projects

- **Los Angeles Unified School District (LAUSD) North Valley Occupational Center:** (www.nvoc.org): Designed and developed a complex school Website from the ground up. Retrofitted Website for responsive – mobile design. Worked with instructor to develop curriculum for Web design course. Tutor students in Web development and graphic design.
- **Liquid West:** (www.liquidwest.com): Created a fashion-industry Website featuring custom graphics, responsive mobile design, and, jQuery. Created identity and logo for the brand.
- **My Live TV Show** (www.mylivetvshow.com): Created media website featuring custom graphics, responsive design, and live streaming as well as on-demand videos.
- **Perry Ranaan, P.E** (www.praanan.com): Created responsive fluid Website featuring jQuery.
- **Operation Mentoring:** (www.relocate411.com/mentoring): Created non-profit Website featuring flash animation.
- **Rodney Gallman TV:** (www.rodneygallmantv.com): Created Website for real estate professionals featuring html5 video player and play list.
- **Relocation101:** (www.relocation101.org): Created large, complex consumer Website featuring accordion panels, content management, interactive map, and video.

Director of Operations & Marketing

Lanado Inc., Los Angeles, Calif. 1994 to 2012: Developed national campaigns to target men’s fashion retailers with glossy catalogs and sales presentations as well as a strong trade show presence. Created brand names, such as “Rebel and Crew” and “Planet Blues,” which practically sold on name alone. Oversaw the development of catalogs and of the Website. Developed effective logos and tag designs. Came up with creative and successful ideas to draw buyers to trade show booths.

Education

North Valley Occupational Center, Mission Hills, CA: Certificate of Graphic Design, Certificate of Advertising Design, Certificate of Digital Design, Certificate of Web Design, Certificate of HTML/Dreamweaver/CSS, Certificate of Photoshop, Certificate of Flash.

George Mason University, Fairfax, VA: Bachelor of Science, Biology.

Recognition

California Association of Regional Occupational Centers and Programs: Awarded annual continuing education scholarship recognizing student achievement. Only 10 of about 150,000 students from LAUSD's adult education program received this award.

North Valley Occupational Center: Outstanding Student Recognition Award for Excellence in Web Design.

North Valley Occupational Center: Created winning Website redesign entry for the LAUSD adult education school district.

US House of Representative Congressman Tony Cardenas: Certificate of Special Recognition (October 23, 2014)

US House of Representative Congressman Tony Cardenas: Certificate of Special Recognition (May 2, 2014)