

**Peter Beck**  
925.686.3088  
pete.beck@gmail.com  
www.petebeck.com

I am a highly effective, results-driven web professional with nine years direct experience designing, creating and supporting the web presence for a wide range of corporate and non-profit entities. I bring an innovative, solutions-oriented approach to problem solving with a unique ability to anticipate, identify, and creatively solve business challenges.

I am skilled in hand coding of HTML/JHTML/CSS and JavaScript. I have three years experience constructing and managing user interfaces in JSP on the Java/ATG Platform. I am well versed in the Macromedia design suite (Dreamweaver, Homesite, Fireworks), in graphic and PDF creation using Adobe Photoshop and Acrobat, and site reporting techniques using Web Trends Analysis Series. I have experience managing web site content using Merant Version Manager (PVCS) and Interwoven Team Site (CMS). I have a working knowledge of Macromedia Flash.

### **Work Experience:**

#### **2003 - Present: Programmer / Analyst Blue Shield of California**

As a member of the Blue Shield IT Web Team I am responsible for managing, creating and implementing functionality and content updates for the Blue Shield of CA and subsidiary web sites, as well as external email campaigns. Additionally, I provide technical support to the Life company subsidiaries (Blue Shield Life and CareAmerica) for their Internet and Intranet web sites. I fulfill the duties of Mail Administrator for some companies.

- ? Blue Shield of California - [www.mylifepath.com](http://www.mylifepath.com)
- ? Blue Shield Life - [www.bsca-life.com](http://www.bsca-life.com)
- ? CareAmerica Life - [www.careamerica.com](http://www.careamerica.com)
- ? BS Foundation - [www.blueshieldfoundation.org](http://www.blueshieldfoundation.org)
- ? CA Tech Assessment Forum - [www.ctaf.org](http://www.ctaf.org)

#### **1997 - 2003: Webmaster / Site Designer Blue Shield Life & Health Insurance Co.**

I was responsible for all aspects of the internet and intranet presence of the Life Company subsidiary sites. I designed the internet and intranet sites for Blue Shield Life and CareAmerica Life from the ground up, resulting in two profitable and acclaimed portals that were delivered on time and under budget. I was responsible for all project phases, including site domain acquisitions, server location, site organization and construction, as well as overall graphic design. Working with Blue Shield Life's marketing, sales and product development departments, I also created on-line advertising graphics (ad banners) and web target advertising sites. I represented Blue Shield Life to the Blue Shield of California (BSC) e-business team, owning and managing the Blue Shield Life content on BSC's MyLifePath web site.

- ? Blue Shield Life - [www.bsca-life.com](http://www.bsca-life.com)
- ? CareAmerica Life - [www.careamerica.com](http://www.careamerica.com)

#### **1996 - 2002: Senior Life Underwriter Blue Shield Life & Health Insurance Co.**

I classified risks for new individual life insurance business by analyzing applicants' health and medical records. I reviewed and approved/denied policy changes and reinstatements (all amounts), and quoted small group Life proposals for insurance brokers and Blue Shield of Ca

sales force. Additionally, I performed the duty of Chief Underwriter for Blue Shield Life to the Medical Information Bureau, including conducting monthly and annual audits. I designed, developed and maintained an individual underwriting database system (written in Access 7.0), including a medical conditions underwriting database.

**1986 - 1996: Life Underwriter**

**Metropolitan Life Insurance Co. (MetLife)**

I analyzed and classified risks for new individual life insurance business and reinstatements (to \$500,000).

**Sites Designed and Constructed Outside of the Above Work Experience:**

**Coastside Family Medical Center - [www.coastsidedocs.org](http://www.coastsidedocs.org)**

*A not-for-profit healthcare center providing family practice and pediatric services to the greater San Mateo coastal area. Working with the Coastside staff, I designed, constructed and launched their internet presence, and created a site management training CD in order to hand off site update responsibilities.*

**Northern California Life Insurance Association - [www.nclia.org](http://www.nclia.org)**

*A forum for industry contacts and continuing education to Northern California home office insurance professionals. I served on the NCLIA Board of Directors from 1993 to 1995, I created and managed their web site from 1997 to 2003.*

**Devil In The Woods Records - [www.devilinthewoods.com](http://www.devilinthewoods.com)**

*An independent record label. I created their initial web presence in 1996, growing the site as the label expanded. From 1996 to 2003 I managed, created and implemented four complete site redesigns. Two of those designs were finalists in the 1999 and 2000 South by Southwest web site design competition, held in Austin, TX. Management and design responsibilities for this site were handed off in 2004.*

**DIW Magazine - [www.diwmagazine.com](http://www.diwmagazine.com)**

*An independent music magazine, a spin-off of Devil In The Woods records. As with the record label, I created the initial web presence, managed all phases of the magazine's internet complement, from 1999 to 2004. Management and design responsibilities for this site were handed off in 2004.*

**Additional examples of my work may be found at:**

[www.petebeck.com/wsdesign/ws\\_examples.htm](http://www.petebeck.com/wsdesign/ws_examples.htm)

**Education:**

**California State University, Chico**

Bachelor of Arts, Broadcast Communications