

Experience

- Sept 2008 - Present** **Web Development Manager, Wenner Media New York, NY**
Played crucial role in all wennermedia web properties, including but not limited to usmagazine.com, mensjournal.com, rollingstone.com
- o executed and managed development of all wenner media web properties
 - o executed redesign of Drupal-based site (previous version of usmagazine.com) that lead to sustained 15%increase in site traffic.
 - o Played stake-holder role in complete overhaul of usmagazine.com, taking it off drupal 5 and moving it to a more MVC friendly framework.
 - o frequently built "microsites" for site sponsors on ultra-tight schedules that included last minute changes from sponsors.
 - o Integrated third-party solutions into multiple sites – Vovici survey system (accessmensjournal.com, rssoundingboard.com) , sharethis related links and ad-serving service (usmagazine.com), altrac store (mensjournal.com),
 - o Lead relaunch of Mensjournal.com as a wordpress blog – lead to increase in site traffic of at least 30%
 - o Screen, interview, and hire web developer job and internship candidates.
 - o Use extensive knowledge/ prior experience to assess feasibility and give accurate Level of Effort estimate reports for future projects and features.
 - o Analyzing site and identifying possible site improvements, determining how and what resource should make these changes, communicating findings, assinging and/or implementing solutions.
 - o Lead development and launch of new Matt Taibbi blog for rolling stone (taibbi.rollingstone.com)
 - o Maintaining knowledge of all aspects of the sites, including server hardware and setup, backend and front-end technologies, project lists/priorities/timelines, and each site's idiosyncracies (both technology-wise and stake-holder/client-wise). Learning new technologies as needed.
- 2007-Aug 2008** **Senior Front-end Web Developer, Condenet. New York, NY - <http://www.condenet.com>**
Successfully worked in high-pressure, fast-paced, corporate environment. Duties included
- o Collaborating with back-end and other front-end developers on accelerated-schedule site redesign for major technology-news site (www.wired.com).
 - o Led Front-end team and did front and back-end work on aggressively scheduled redesign/back-end-infrastructural recreation of www.webmonkey.com.
 - o Building new pages and components based on design comps and functional specs, always focusing on quality standards, code-reuse, cross browser compatibility, accessibility, and other web- development best practices.
 - o Designed and created wireframes for UI changes and new features when making recommendations.
 - o Ensuring consistency of look and feel of sites, repairing bugs, implementing site-wide and page-level enhancements.
 - o Working independently and collaboratively within structured development process that includes content versioning for build-dependent, java application server (Clearcase) and web server assets (Teamsite).
 - o Work on multiple sites (wired.com, webmonkey.com, wired product reviews, style.com, concierge.com) that use different web frameworks (Tiles, Sitemesh, Grails) and development environments (Websphere, Resin)
 - o Extensive use of XHTML, advanced CSS, Javascript, JSTL with a focus on current best-coding practices (keeping content, presentation/structure, and logic separate), content versioning (Clearcase, Teamsite), project management tools (RallyDev, TestDirector), semantically coded mark-up, keeping site easily maintainable.
 - o Creation and optimization of graphics.
- 2004-2006** **Web Designer/Developer, Center for Community Technology Services, Baltimore, MD**
<http://ccts.ubalt.edu>
Developed and designed dynamic websites for nonprofit clients, often managing multiple projects simultaneously.
Site design and development included:
- o Determed client needs, through stakeholder and user interviews, field study, focus groups, and observation.

- Developed Information Architecture, Interaction Design/Flow, wireframes, user models, controlled vocabulary, navigational structure/taxonomy, etc for site designs including high-level wireframes.
- Integrated open-source content management systems into sites.
- Designed and developed sites using Adobe Creative Suite, Macromedia aps, XHTML, Javascript, pure CSS layouts, PHP, MySQL, XML, etc.
- Created all pages cross-browser compatible and accessible.
- Created and/or optimized graphics, Flash multimedia, and streaming video for the web.
- Wrote website user manuals, maintenance guidelines, and site documentation.
- Other: created print materials for educational and/or client presentations

2004-2006

**Graduate Assistant, University of Baltimore
School of Information Arts and Technologies Service Learning Program**

UB's service learning initiative, Tech Saints, is a program designed to involve students in learning through doing projects with community organizations.

Specific job duties included:

- Managed student teams in service learning website/software development projects.
- Mentored students creating information architecture
- Served as communications liaison between clients, students, and professors.
- Incorporated student designs and client requests into the information architecture and design of a final cohesive site.

Summer 2004

Intern, XHUG, University of Guadalajara

<http://www.radio.udg.mx>

Created a prototype audio search engine for XHUG, radio station from the University of Guadalajara, Mexico (4.5 week project), which included:

- Gathering and analyzing employee and site user needs through numerous interviews and observation - site and audience interviews were done in Spanish.
- Designing interaction design chart, user flow, wireframes
- Creating wireframes and interactive, comparative analysis of information visualizations of data flow through site.
- Database design, normalization, and creation
- Coded functional prototype for final presentation

2001-2003

Web Consultant

www.ahsodes.com

Designed, developed, and maintained multiple websites for small businesses, non-profits, and individuals.

- Designed sites based on extensive user research, including user interviews, stakeholder interviews, competition analysis, etc
- Analyzed site statistics.
- Analyzed companies' business models and recommended strategies for their web presence.
- Performed search engine optimization and developed site content guidelines for clients.
- Site Development
- Integrated Content Management Systems into new sites.
- Managed and provided daily maintenance for large site representing a New York antiques dealer. Duties included page development and creating / optimizing graphics for the site (www.georgeglazer.com)

Education

2003-2006

University of Baltimore

- MS in Interaction Design/Information Architecture, 2006
- Projects of note include:
 - Vid.bb - A web-based, disaster-victim knowledge management/distribution system. Created IA, wireframes, navigation maps, designed, and developed functional prototype.
 - Fonoteca Virtual - MP3 cataloguing/search for archived radio programs.
 - Usability Studies, GOMS analysis, web survey/analysis

1997-2000

Maryland Institute College of Art

- Bachelor of Fine Art

Skills

- Design :** Photoshop, Flash, Illustrator, ImageReady, Fireworks, Freehand, Quark, Acrobat, information visualization, design skills (color theory, typography, page layout), user experience design, creation of user personas/stories
- Web Development :** Dreamweaver, DB Designer, PHPEditor, BBEdit, Homesite, FlashComm (Media Server), experienced in writing and editing text for the web, Ability to manage multiple projects and responsibilities simultaneously, knowledgeable on browser compatibility issues, accessibility standards and Section 508 compliance, UML, familiar with web framework concepts (i.e.: Grails, Ruby on Rails, CakePHP, etc), experience with popular open-source software (Wordpress, Mediawiki)
- Web Testing & Analysis :** User/usability testing, web data collection methods and analysis, heuristic evaluation
- Coding/Scripting :** HTML, XHTML, DHTML, CSS, PHP, MySQL, JSTL, JavaScript (libraries: prototype, scriptaculous, JQuery, etc), AJAX, XML, RSS, Clearcase, SVN, CVS, UNIX, vi, Teamsite, ActionScript, familiarity with, GSP and Ruby on Rails, Smarty, Strutts, Java, C++. Concepts: Object oriented programming, MVC,
- Media :** Audio and video editing software, Sound Forge and Acid, Audacity, Camtasia, CoolEdit, Adobe Premiere. Sustained interest and practice in many current web-radio/streaming media technologies and methodologies. Familiar with Internet radio concepts such as podcasting, audio archiving practices, webcasting, copyright and intellectual property legal issues, and webcast licensing and royalties.

References

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