

Professional Experience

Sept. 2008 – Web Development Manager, Wenner Media, New York, NY

Executing and/or managing development of all Wenner Media web properties

- Played leadership role in the overhaul of Wenner Media's web properties including:
 - **Usmagazine.com:** Stakeholder in complete overhaul of usmagazine.com, which included adding new site sections, content types, and taking it off Drupal 5 and moving it to the Symphony, a full-stack framework.
 - **Rollingstone.com:** Stakeholder in complete overhaul of website for rollingstone.com. Implemented and instituted management policies and upkeep of new online digital archives, and advised in/implemented new solutions during "growing pains" phase of new site.
 - **Mensjournal.com:** Led re-launch of Mensjournal.com as a wordpress blog, leading to an immediate 30% increase in site traffic. Also designed and developed new gallery template system, which led to another 15-20% increase in mensjournal.com pageviews. (ie: <http://www.mensjournal.com/dynamic-stretching-routine>)
- Built and maintained internal web development team, which included mentoring and advising project managers, designers, and developers. Additionally Wrote job descriptions, screened, interviewed, and hired web developer job and internship candidates, and performed annual reviews.
- Managed relationships with numerous third-party contractors, including ad provision services, development and ad operations teams, web analytics teams, SEO firms, etc.
- Wrote specifications for new site features, communicated vision to designers, and shepherded projects through development, and QA to production site.
- Use extensive knowledge/prior experience to assess feasibility and give accurate Level of Effort estimate reports for future projects, features, prospective projects, new site infrastructures and hardware upgrades.
- Integrated third-party solutions into multiple sites, which included: Akamai CDN, Vovici survey system, sharethis related links and ad-serving service, Altrec store, google CSE, doubleclick ad-serving, google analytics event tracking, ooyala video, etc.
- Analyzed site performance using various analytics tools (Google Analytics, Zabbix, SiteSpeed, etc) and identified trends, possible site improvements, assessing resource availability and determining how changes should be made, communicating findings, implementing solutions.
- 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 idiosyncrasies (both technology-wise and stakeholder/client-wise). Learning new technologies as needed.

2007-Aug 2008 Senior Front-end Web Developer, Condenet. New York, NY - <http://www.condenet.com>

- Collaborated with back-end and other front-end developers on accelerated-schedule site redesign for **wired.com**.
- Led Front-end team and did front and back-end work on aggressively scheduled redesign/back-end-infrastructure recreation of **webmonkey.com** as a wiki (see <http://www.ahsodes.com/clients/webmonkey.php>).
- Built 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.
- Designed and created wireframes for UI changes and new features when making recommendations.
- Ensured consistency of look and feel of sites, repairing bugs, implementing site-wide and page-level enhancements.
- Worked independently and collaboratively within structured development process that includes content versioning for build-dependent, java application server (Clearcase) and web server assets (Teamsite).
- Worked 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)
- Extensive use of XHTML, advanced CSS, Javascript, JSTL with a focus on current best-coding practices, content versioning, project management tools, semantically coded mark-up, and keeping site easily maintainable.
- Creation and optimization of graphics.

2004-2006 Web Designer/Developer, Center for Community Technology Services, Baltimore, MD <http://cctsbaltimore.org>

Developed and designed dynamic websites for nonprofit clients, often managing multiple projects simultaneously.

Site design and development included:

- Determined 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.

- o Designed and developed sites using Adobe Creative Suite, Macromedia aps, XHTML, Javascript, pure CSS layouts, PHP, MySQL, XML, etc.

Education

2003-2006 University of Baltimore

- o MS in Interaction Design/Information Architecture, 2006
- o 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.

1997-2000 Maryland Institute College of Art

- o Bachelor of Fine Arts – focus in Fibers and Digital Arts

Skills

Design : Photoshop, Flash, Illustrator, Visio, ImageReady, Fireworks, Camtasia, Acrobat, information visualization, design skills (color theory, page layout, typography), user experience design, creation of user personas/stories, experienced in writing and editing text for the web

Web Testing & Analysis: User/usability testing, web data collection methods and analysis, heuristic evaluation, usability studies, Data Analysis

Web Development : Dreamweaver, Doubleclick DART ad implementation, Search Engine Optimization, Ability to manage multiple projects and responsibilities simultaneously,), project management tools (Mantis, Basecamp, RallyDev, TestDirector), knowledgeable on browser compatibility issues, accessibility standards and Section 508 compliance, experience with popular open-source Content Management Systems (Wordpress, Mediawiki, Drupal) , conversant in many different web framework (i.e.: Symfony, Ruby on Rails, etc), Microformats and the Semantic web, content versioning (SVN, GIT, Clearcase, Teamsite)

Coding/Scripting : HTML, XHTML, DHTML, CSS, PHP, MySQL, JavaScript (libraries: prototype, JQuery, scriptaculous, etc), AJAX, XML, RSS, YML, JSTL, UNIX, vi, ActionScript, Smarty, Strutts, Java, C++, familiarity with ASP and Ruby on Rails.

Media : Audio and video editing software, Sound Forge, Audacity, Camtasia, Adobe Premiere. Sustained interest and practice in many current web-radio/streaming media technologies and methodologies. Familiar with Internet radio concepts ie: streaming media, podcasting, audio archiving practices, copyright and intellectual property legal issues, and webcasting and webcast licensing and royalties.

Other : Conversational Spanish, Search Engine Optimization, Web site Performance optimization (front-end, back end, infrastructure), Word, Excel, Powerpoint, E-newsletter construction and practice

References

Available upon request