

## SUMMARY

- More than six years experience developing websites and applications on a range of scales and budgets.
- Emphasis on extensible, object-oriented systems. Strong believer in proven best practices, rich semantics and clean design.
- Strong visual background. Experience in numerous aspects of media/publishing including copywriting, editing, print and graphic design, video production, radio, public speaking and promotion.
- Creative problem solver comfortable in self-directed, team and leadership roles.

## TECHNICAL SKILLS

### Applications:

Eclipse, Aptana Studio; Adobe Flash, Photoshop, Fireworks, Dreamweaver, InDesign, Illustrator, Acrobat, Premiere; Windows, Mac and Linux environments; Microsoft Office, OpenOffice

### Languages/Technologies:

- HTML/XHTML/DHTML, CSS, XML, RSS, Atom.
- Javascript and Javascript frameworks including jQuery, MooTools; AJAX, JSON
- PHP4, PHP5, PHP frameworks including CodeIgniter. MySQL, SQLite
- Python and Python frameworks including web2py
- Flash design and development using Actionscript 2, Actionscript 3.
- Content management systems including Expression Engine, Wordpress and Movable Type
- Web services, REST architecture and common APIs including Google Maps, MailChimp
- Advanced object-oriented programming (OOP) and design patterns including MVC
- Apache 2, basic server administration, open source and LAMP environments
- Version control systems including Subversion (SVN)

## PROFESSIONAL EXPERIENCE

### Developer | ContentNext Media | <http://contentnext.com>

- As lead developer, oversaw all daily technical operations for this leader in independent financial journalism. Coded large portions of one of the largest commercial sites built on the Expression Engine CMS.
- Led an ad server transition to Atlas Ad Manager. Created custom targeting and delivery options across all four sites and newsletters.
- Constructed numerous modules and other CMS adaptations in PHP to expand site features, including administration tools to oversee ad scheduling and editorial flow.
- Built individualized syndication feeds for partners such as the New York Times, Reuters and Huffington Post, based on a wide array of custom criteria.
- Helped plan and enact a large-scale redesign incorporating numerous web services and advanced membership options, including coordinated registration across four sites.
- Created a CMS module in PHP 5 that allows editors to assemble, test and schedule daily HTML newsletters using the MailChimp API.
- Devised a system to streamline control over multiple individually-branded events. Features included quizzes, social networking capabilities, interactive widgets and integration with event-management service EventBrite.

Developer | JensenLarson Photography | <http://jensenlarson.com>

- Designed and built a custom admin system allowing simple drag-and-drop editing of photo galleries. The MVC-patterned app leverages the Mootools Javascript library with Flash solutions and custom code. Features include multiple simultaneous file uploads, on-the-fly image resizing, customizable info fields and dynamic save/preview.
- Seamlessly integrated site with image e-commerce service Photoshelter.com—the most extensive custom integration to date. Users can create multiple lightboxes, order prints and buy licensing rights for any image without leaving the main branded site.
- Custom integration with desktop gallery application Soundslides.
- Built a powerful, XML-driven Flash photo gallery application using object-oriented Actionscript 3.

Technical Lead | Blueeyes Magazine | <http://blueeyemagazine.com>

- Led information architecture and wrote complete front and back ends for this world-class online photo magazine.
- In object-oriented Actionscript 2, developed an XML-driven Flash photo essay/gallery application with dynamic display of multiple layouts, including panoramic images.
- Extensive use of progressive content technologies such as sIFR and Brightcove video.
- Rich semantics make essay content mashable and readily portable to 3rd party databases and apps.

Development consultant | Trident Communications | <http://www.engagegroup.co.uk>

- Helped conceive and construct a site redesign and front-end data application for client Nexant Chemsystems—a world leader in energy forecasting. Advised on selection of site technologies.
- Led information architecture for the Chemsystems Online project. After a crash course in the energy industry, mapped key data structures and relationships to inform CMS and database design.
- Aided in user interface development, including mockups of the Flash data visualization app.
- Coded the public section of the site in standards-based XHTML/CSS.
- Developed intranets, email newsletters and Flash multimedia content for the UK's then-largest communications firm.

Developer | Gelf Magazine | <http://gelfmagazine.com>

- Using PHP 5, adapted and expanded this online magazine's Movable Type installation to meet their growing content-management requirements.
- Custom editorial features include an article weighting system, automated image handling and one-click control over numerous content areas.
- Standards-compliant front end emphasizes meaningful content, which makes for powerful, intelligent search engine optimization (SEO).

Developer | "We Always Swing" Jazz Series | <http://wealwaysswing.org>

- Designed and built complete front and back ends for this world-class non-profit jazz series.
- Constructed multiple animated Flash banners which blend into the site navigation and use Actionscript 3 for scheduling and randomized visual effects.
- Customized Expression Engine installation intelligently automates display of concert schedules, artist info, press materials, etc. while optimizing site content for search engines.

Developer | Homefront Productions | <http://homefront.com>

- Determined site needs and created custom content management solutions for this nationally-syndicated radio and television media company.

- Selected and deployed audio streaming solutions for the weekend satellite broadcasts. Adapted CMS to incorporate streaming, then automatically archive the show in mp3 format and log any errors.
- Frequently designed visual content for promotional campaigns, as well as coding specialized back end functionality (quizzes, contests, etc).
- Devised many custom solutions to automate or integrate common office tasks with the site. Examples include using the common office spreadsheet of media affiliates to auto-map station locations via the Google Maps API, or a Flash movie that cycles sponsors in the CMS according to dynamic criteria.
- Frequent production of new visual content including HTML newsletters and promotional materials.

## **EDUCATION**

B.A. English and Political Science, University of Missouri—Columbia, 2004

## **REFERENCES**

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