

Front-end Web Developer

Conscientious, collaborative front-end web developer with 15 years of proven results at non-profits and multimedia companies. Experience includes:

Website building and maintenance: Developed standards-compliant code and compelling content for non-profits and small businesses.

Collaboration: Built strong working relationships with internal and external clients, including vendors and colleagues.

Artwork production: Designed eye-catching marketing materials for both digital and print, both from scratch and based on existing artwork.

Content creation: Wrote news articles for quarterly periodical, ad copy to promote special events, and training guides.

Webmaster/Communications Associate, San Francisco SPCA (2009-2015)

Webmaster: Maintained three builds of sfspca.org website (Convio, Drupal 6 and 7)

- ▶ Kept website current with fresh text and images, designing graphics and writing ad copy. Site garnered 4.8M unique pageviews/year in 2015.
- ▶ Designed and hand-coded mini-sites for campaigns like catlandia.org and petcondom.org. The latter went viral, with over 30K views in its first 36 hours and more than 20K visits each via Reddit and Facebook.
- ▶ Managed remote development partner with regular phone check-ins and via Basecamp and JIRA.
- ▶ Implemented Google Analytics and gathered site statistics to improve user experience.

Communications Associate: Participated in multiple activities related to promoting the programs and mission of the SF SPCA.

- ▶ Created popular themes for adoption promotions: Sophisticats to promote adoptions of older felines, Dogs on the Catwalk for a fashion event, and Catnado for an adoption event.
- ▶ Prepared and sent both general and targeted email campaigns via MailChimp to 50K subscribers, and maintained the contact list.
- ▶ Trained colleagues to update website and use Adobe graphics applications.
- ▶ Designed campus signage and flyers for on- and off-campus events.
- ▶ Wrote articles profiling staff and donors for Our Animals magazine.
- ▶ Created social media posts live from special events.

Web Producer, California HealthCare Foundation (2004-2008)

Initially hired to build out CHCF's custom intranet. Eventual responsibilities included:

- ▶ Built out Sitecore-based custom intranet created to foster internal communication and collaboration.
- ▶ Wrote how-to guides for staff and provided one-on-one training to maximize use of the intranet.
- ▶ Provided in-house support for several web properties (including californiahhealthline.org, one-e-app.org, and others).

Web Integrator, 415 Inc. (1997-2002)

One of first five employees of start-up multimedia firm; initially animated and produced audio for CD-ROMs, transitioned to building websites.

- ▶ Coded HTML websites and led teams of integrators building cutting-edge sites for SF Symphony, KQED, others.
- ▶ Built animated, interactive marketing CD-ROMs.
- ▶ Recorded and edited voice-overs, created sound effects and music.

Freelance Web Developer (2002 - present)

Clients have included the SF Arts Education Project, The Institute movie, Environmental Circus Events, Sprout Designs, musician b. mossman, and illustrators Michael Wertz and Julia Jarrett.

Co-author

With Damon Dean:

- ▶ *Macromedia Studio 8 for Dummies*
- ▶ *Macromedia Studio MX for Dummies*
- ▶ *Macromedia Studio MX 2004 for Dummies*

With Damon Dean et al:

- ▶ *Adobe Creative Suite 3 for Dummies*

Education

MA Radio-Television, San Francisco State University
BA Literature, University of California at Santa Cruz

Other Interests

Music composition and performance (long-time member of Immersion Composition Society; play guitar, ukulele, keyboards)

Tools

Web:

HTML5/CSS3
JavaScript/jQuery
Drupal 7
MailChimp

Design:

Photoshop CC
Illustrator CC
Dreamweaver CC
Flash CC

Office Productivity:

Microsoft Office suite
OpenOffice suite
Pages, Numbers, Keynote

Audio:

Logic Pro X
Reason
Audacity

Operating Systems:

OS X
Windows
UNIX/Linux