

Objective

To draw upon 18 years of experience in developing interactive content, to inform clients as well as possible, to establish relationships with prospects, and to guide them from proposal through to implementation, to close deals and find opportunity wherever it exists.

Experience

Consultant, Developer, Darleon Inc. NY, NY, [05/06] – present

- Owned and managed an Internet and new media consultancy based in the New York area
- Won business from clients in the for-profit (EmergingMed) and non-profit arena (Tribeca Film)
- Project Managed and manage scope/salary for network of highly motivated and talented freelancers
- Maintained and developed existing relationships with emerging tech clients such as the FutureWork Institute
- Led meetings for The FutureWork Institute and their Fortune 500 clients (spoke in San Francisco to Healthcare industry on Twitter and related corporate pitches for Health 2.0 deployments)
- Assisted TheFutureWork Institute in logistics and technical insights for closing business from Cisco Systems
- Created proposals and corporate documentation including product lifecycle
- Documented all programmatic and design work in concise and documentation for legacy work
- Wrote budgets, proposals, research and marketing materials for business generation
- Created standards-compliant web development, original virtual worlds content creation
- Established business relationships with researchers, game developers, and attended multiple conferences.
- Networked throughout the interactive 3D community; co-published white paper downloaded thousands of times.
- Created standards-compliant web development, original virtual worlds content for Advertising Weeek 2007, AOL, CBSRadio, and Cisco Systems. Documented project planning and led rapid prototyping for these projects.
- Established legal partnership and negotiated equity in a virtual worlds product to be launched in 2012

Web Designer/Producer, Natexis Bleichroeder Inc., Groupe Banque Populaire NY, NY, 02/01-06/04

- Persuaded company principals and CEO to invest in web rebranding and delivered measurable value
- Evaluated competing bids and used exterior evaluation to position project
- Initiated Mutual Funds web site development and created project plan and proposal
- Created branding (graphics and information design) for Mutual Funds/Asset Management firm
- Built two Intranets based on aggregated content from diverse departments
- Illustrated process flows and created application icons and preview screens in Illustrator
- Wrote project proposals, project plans and scope for Intranets and internal web sites
- Designed Critical Business Recovery (Disaster Recovery) documentation and web site
- Assisted developers with Unix server administration and documentation
- Scripted front-end web interactivity and navigation, and wrote project specifications
- Researched competitive web analysis in Mutual Fund and Asset Management industries
- Created 3-D specifications for server schematics and Visio flow chart, letterhead, and batch processes
- Assisted with project archiving, backup, and document retrieval
- Integrated mapping and multimedia content into corporate intranets

Web Producer, Parlo.com Inc. NY, NY, 01/00-01/01

- Defined music section strategy and implementation
- Created multimedia content for foreign language learning web site
- Managed Associate Producers and trained editors in basic production technique
- Encoded audio content and XML
- Assisted in back-end development for multilingual pages
- Scripted front-end of web site; adapted archiving and content management systems
- Created marketing materials and graphics
- Edited sound files and managed world music section on web site

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Last update: 07.07.10

Education

NYU Tisch School of the Arts, Interactive Telecommunications Program, NY, NY, 9/04-5/06
Master of Professional Studies, Interactive Telecommunications

Oberlin College Oberlin, OH, 9/92-6/96
Bachelor of Arts, Comparative Literature (French and German)

Teaching – Adjunct Faculty

SUNY Westchester Community College, Web Design I, Summer 2010
SUNY Westchester Community College, Game Design Pre-College, Summer 2008; Summer 2009
CUNY LaGuardia Community College, Web Animation, Fall 2009
CUNY LaGuardia Community College, Web and Multimedia Design, Fall II 2010

Professional Affiliations

New York Usability Professionals Association, MIT Enterprise Forum, New York AR Meetup

Business and Technical Skills – Self-Assessed

Writing – General Business	Expert
Writing – RFPs/Proposals	Expert
Writing – Business Plans/Product Lifecycle	Moderate
Writing - Marketing Materials	Moderate
Writing – Copywriting	Basic/Moderate
Writing – Strategic Research	Advanced
Writing – Qualitative Research	Basic/Moderate
Accounting/Financial Modeling	Basic/Beginner
Business Logistics/Daily Management	Moderate
Office Management	Moderate/Advanced
Customer Relations Management	Moderate
Presentations and Talking	Moderate/Advanced
IT	Moderate
PC Faculty, XP, General Windows	Moderate/Advanced
PC Hardware Installation	Basic/Moderate
Mac OS	Advanced
Computer Networking	Basic
Web Development – CSS	Expert
Web Development – HTML	Expert
Web Development – Flash	Advanced
Web Development – Flash ActionScript 3.0	Basic/Moderate
Web Development – JavaScript	Advanced
Web Development – XML	Expert

Web Development - JavaScript Frameworks (Mootools, JQuery)	Basic/Moderate
Web Development – PHP	Basic/Moderate
Web Development - Perl	Basic/Moderate
Web Development – JSP	Basic
Web Development/Animation – Processing	Basic/Moderate
Web Development - SQL/Database Design	Basic
Web Administration – PHP/MYSQL	Moderate
Web Development: Yahoo! Maps	Moderate/Advanced
Web Framework – Java	Basic
Web Framework - Eclipse/Flex	Basic
Web Framework – Text Editors (TextPad, BBEdit, etc.)	Expert
Web Framework/CMS – Joomla	Basic/Moderate
Web Framework/CMS – Wordpress	Basic
Web Framework/CMS – Clickability/Velocity	Advanced
Electronics – PicBasic/Breadboard/Circuits	Basic/Moderate
Electronics - Sensors	Basic
Design –Adobe Illustrator	Advanced
Design – Adobe PhotoShop	Advanced/Expert
Animation – Adobe Flash	Expert
Animation – Maya	Moderate
Fabrication/Rapid Prototyping: Woodwork	Moderate/Advanced
Fabrication/Priming Models for 3D Printing	Basic
Drawing	Basic/Moderate
Video Encoding	Advanced
Video Editing (Premiere, iMovie)	Basic/Moderate
Video Editing (Camtasia)	Expert
Video Embedding and Scripting	Expert
Video Production – Project Management	Basic/Moderate
Video Production – Staging and Light	Basic/Moderate
Sound Editing (Audacity, Adobe Sound Booth)	Basic/Moderate
3D Design – Maya7.0	Moderate/Advanced
3D Design Second Life/OpenSim	Expert
3D Design and Development – Virtools	Moderate/Advanced
Print Design and physical signage	Basic/Moderate
Project Management	Moderate/Advanced
OmniGraffle/Wireframing	Expert
Visio/Word Wireframing	Moderate
Powerpoint	Moderate/Advanced

Google Docs	Advanced
Microsoft Sharepoint	Basic/Moderate
SEO (Search Engine Optimization)	Basic/Moderate
Game design and Serious Game Design	Moderate/Advanced
Math	Moderate
Logic	Moderate/Advanced
Usability Training/Knowledge	Basic/Moderate
Foreign Languages: French	Advanced/Expert
Foreign Languages: German	Basic/Moderate
Foreign Languages: Greek	Basic/Moderate