

Sheldon Schwartz

Web Designer / Front-end Developer

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Profile

Creative Consulting: Eight years of Web and technology consulting experience with small businesses, educational organizations, and creatives. Focused on educating clients on the effective use of online communications technologies including: Web content development, online publishing strategies, email campaign development, and social-media technologies. Skilled at team interaction, client satisfaction, and project management. Able to translate business requirements into strong visual design and create thoughtful, engaging user experiences.

Web Design & Development: Creative New Media Designer and Client-Side Developer with extensive experience developing identity, Web presence, and launching email marketing campaigns. Focused on user interface, Web standards, CSS, (x)HTML, accessibility, and SEO. Skilled in building accessible Websites that are visually appealing, forward-compatible, easy-to-use and quick to navigate. Experienced in taking projects from concept to completion.

Experience

Whole Builders Cooperative, Minneapolis, MN (2007-present)

Web Designer, Developer, and Administrator

Working with the cooperative's architectural and design staff, redesigned the entire Whole Builders Website from the ground up. Tutored client on Web content development, updating strategies, and CMS application fundamentals. Currently developing Flash/CSS/JavaScript interface for projects sections.

Focus: Major overhaul/redesign of existing site. Designed new site layout highlighting projects and developing easy-to-use navigation.

- Web Design and Client-Side Development
- Rapid Prototyping and Project Management
- Logo Updating, Hosting, Site Maintenance, Flash Design, and Flash Video Production
- RSS and Database Development
- Technologies Used: (x)HTML, CSS, XML, Flickr, SlideshowPro Director, Javascript/MooTools, Adobe Flash, Google Analytics, SEO, Basecamp, Campaign Monitor, Adobe Acrobat Connect, Adobe Photoshop, FTP
- Link: <http://www.wholebuilders.com/>

Mobile Objective @ MO Island, Saint Paul, MN (2005-2008)

Virtual World Designer and Developer - Second Life

Designed and developed a premier Virtual Island space in Second Life.

Focus: Using the Second Life client application, Photoshop, and open source 3D applications, designed and developed a virtual space for Mobile Objective in Second Life.

- Branding, Logo Creation, and Community Development for MO Island
- 3D Content Creation and Object Scripting using LSL Script
- Planning and Development of Virtual Space, including 3D Texturing and Virtual Terraforming
- Technologies Used: Second Life client, Adobe Photoshop, Flickr
- Link: [http://slurl.com/secondlife/MO Island/175/197/28](http://slurl.com/secondlife/MO%20Island/175/197/28)

Harvard University Green Building Resource, Cambridge, MA (2005-2007)

Web Designer, Developer, and Administrator

Designed and developed Web resource/application from concept, with careful attention to user interface, information architecture, and accessibility for all Harvard internal and external partners. This resource houses the broad base of knowledge the Green Campus team has acquired over the last 8 years on green building and sustainability.

Focus: Created multi-tier/tabbed navigation and implemented the MooTools JavaScript framework for enhanced user interface and site navigation. Developed site architecture and organization.

- Web Project Leadership, Website Design, Client-side Development, and Template Design
- Iterative User Interface Design and Rapid Prototyping
- Information Architecture and Wireframing
- Usability Analysis and Testing
- Technologies Used: (x)HTML, CSS, XML, Flickr, SlideshowPro Director, CSS Sprites, Javascript/MooTools, Adobe Flash, Google Analytics, SEO, Adobe Photoshop, Adobe Contribute, Adobe Dreamweaver, FTP, Parallels Plesk Control Panel, Basecamp, Adobe Acrobat Connect, Skype, PHP
- Link: <http://www.greencampus.harvard.edu/theresource/>

Coleman Miller Films | Usó Justo, Minneapolis, MN (2005-2006)

Web Designer, Developer, and Administrator

Created Web marketing site for a Twin Cities filmmaker. This site provided superb marketing for the short film 'Usó Justo' and continues to connect industry contacts and festival opportunities with the filmmaker.

Focus: Site focus mainly on the filmmaker's national and international screening schedule listings and small Flash video preview of his current film.

- Logo Creation
- Web Design, Development, Hosting, and Site Maintenance
- Flash Video and Quicktime Video production
- Technologies Used: (x)HTML, CSS, XML, Adobe Flash, Google Analytics, SEO, Campaign Monitor, Adobe Photoshop
- Link: {<http://colemanmiller.com/>}

BluHous Workspace | Massachusetts College of Art and Design, Boston, MA (2002)

The Artist's Role in Affecting Social Change

Web Designer, Developer, and Administrator

Website Design for a MassArt's and BluHous Workspace's post-9/11 lecture series, including Howard Zinn's lecture on the powerful effects of art on social transformation, as well as other artist and educator lectures.

Focus: Site focus was mainly on event and schedules listings, biographies of speakers, and marketing.

- Logo Creation, Web Design, Development, and Site Maintenance
- Technologies Used: HTML, Adobe Photoshop, Adobe Acrobat
- Link: {<http://www.aosoart.com/bluhous/>} (archived)

Harvard Green Campus Initiative, Cambridge, MA (2001-2007)

Web and Technical Coordinator

Their site was a work-in-progress from inception. I created valuable Web solutions for the emerging organization. As the Web and Technology Coordinator, I managed in-house hardware selection, Web project definition, information design, visual design, production, programming, hosting and domain, usability, SEO, and some copy-writing.

Focus: Website Redesign and Web Development, with a focus on Web content development training, CMS application fundamentals training, SEO, small CMS, and maintaining an easy-to-use navigation approach for the ever-growing site.

- Web Project Leadership, Website Design, Client-side Development, and Template Design
- Iterative User Interface Design and Rapid Prototyping
- Information Architecture and Wireframing
- Usability Analysis and Testing
- Web and Technology Training
- Technologies Used: (x)HTML, CSS, XML, Flickr, SlideshowPro Director, Javascript/MooTools, Adobe Flash, Google Analytics, SEO, Adobe Photoshop, Adobe Contribute, Adobe Dreamweaver, FTP, Parallels Plesk Control Panel, Basecamp, Campaign Monitor, Adobe Acrobat Connect, Skype, Apple iMovie, Apple Quicktime Pro, Microsoft Excel, Microsoft Access, MovableType, Adobe Acrobat, PHP
- Link: {<http://greencampus.harvard.edu/about/team.php>}

Courtney Miller Architects & New England Solar Homes, Arlington, MA (2001-2002)

Web Designer

Worked closely with owner/architect to develop a dynamic site to showcase their residential home projects and designs.

Focus: Site redesign, with a focus on projects and simple-to-use navigation. Worked closely with client in design iteration to incorporate their vision.

- Logo Updating and Web Design
- Technologies Used: HTML, CSS, FTP, Adobe Photoshop
- Links: {<http://ecobuild.com/cma/>} {<http://ecobuild.com/nesh/>}

Harvard Graduate School of Design, Cambridge, MA (2001)

Web Designer

Website design for Harvard Graduate School's Territories Exhibition and Conference.

Focus: Website design with a strong focus on marketing, events schedule, and contact information.

- Web Design
- Technologies Used: HTML, CSS, Adobe Photoshop
- Link: {<http://www.gsd.harvard.edu/events/exhibitions/territories.htm>}

Education

Clark University, CCI, Cambridge, MA; *Certificate*, Web Master Program. (2001)

Decision Partners Limited, Irvine, CA; *Courses*, System of Profound Knowledge, W. Edwards Deming. (2000)

University of Minnesota, Minneapolis, MN; *Coursework* in Computer Science and Interior Architectural Design. (1987-1989)

Technical Skills

Publication Design, Word Processing, and Communication

Apple Pages, Microsoft Word, Adobe Acrobat Professional, Adobe Acrobat Connect, Basecamp, Backpack, Campfire, iChat, Skype

Operating Systems and Data Management

Windows and Mac OS, Parallels for the Mac, Apple Numbers, Microsoft Access, Microsoft Excel, Web-Trends On Demand, Google Analytics, Campaign Monitor

Web Development

(x)HTML and CSS (Coding by hand), PHP/MySQL, XML/RSS, JavaScript and libraries (MooTools), AJAX, Wordpress, MovableType, Drupal, Adobe Dreamweaver, Adobe Contribute, Homesite, TextMate, Transmit, Coda, Parallels Plesk Control Panel, Adobe ColdFusion

Graphics & Multimedia

Apple Keynote, Adobe Photoshop, Adobe ImageReady, Adobe Fireworks, Adobe Flash, Adobe Illustrator, Microsoft Visio, Microsoft Power Point, SlideshowPro Director

Video Production

Apple Quicktime Pro, Apple iMovie, Apple iDVD, Toast, Flash Video Encoder

Exploring

Ruby on Rails, Django, Adobe Flex, Adobe Air, Textpattern, Magento, Drupal, ZenCart

Professional Affiliations & Conferences

Social Media Breakfast - Twin Cities, *Member* (2008-present)

Monthly social for media experts and newbies alike, to eat, meet, share and learn. Marketers, PR pros, entrepreneurs, bloggers, podcasters, new media fanatics, and online social networkers are all welcome to attend.

Twin Cities Web Design & Standards Group - Meetup.com, *Organizer* (2003-05)

Meet other Twin Cities designers, developers and managers to discuss designing standard's based Websites, different programming languages, new Web development software, and cool Websites.

MinneBar | Barcamp Minnesota - Barcamp.org, *Participant* (2008)

An ad-hoc gathering born from the desire for people to share and learn in an open environment. It is an intense event with discussions, demos and interaction from participants.