

## PROFILE

Information technology professional with over seven years of experience in all areas of implementation and coordination of **Internet Application, Web Development and Video Production** expertise in Producing and Directing. Has strong communication and interpersonal skills, as well as, project and time management in the corporate world of Internet/Intranet technologies.

## EDUCATION

### Master of Art

M. A. University of Iowa, Fine Arts, Film and Broadcasting  
Thesis topic: Invocating the negative space versus. positive space

### Bachelor of Fine Art

B. F. A. Colorado State University, Fine Arts, Photojournalism and Film

## SKILLS & QUALIFICATIONS

Project Management, Positioning, Organization, Promoting Process Improvement, Marketing Research, Developing Creative Standards, Web Multimedia Knowledge, Multimedia Content Development, Usability Testing, Web User Interface Design, Web Graphic Design Web User Interface Design, Requirements Analysis, Concept Development, Customer Focus, Web Savvy, Verbal Communication, Creativity, Web Programming Skills, Web Multimedia Knowledge, Written Communication.

## EXPERIENCE

**Duties** --- **Project Coordinator/Manager & Multimedia Creative Producer/Director** --- 1990s-Present  
**crayton.communications.llc & crayton.infotainment**; Denver, CO

Providing well rounded, cost effective solutions to the various aspects of WebSite design and Internet application development.

- **Web Site Design & Development:** Create web applications design concept by studying and analyzing applications; analyzing target market; applying research regarding user interaction; developing visual style of the site; developing and evaluating alternative solutions. Confirm web applications design concept by preparing storyboards and illustrations; constructing and evaluating prototypes; defining standards. Construct web applications by designing and building interaction; determining screen layouts, style, color palettes, action, audio, and graphics. Identifying and analyzing problems; debugging code. Improve web applications by analyzing user feedback; studying actual user interfaces; re-designing and re-constructing content and interaction. Update job knowledge by tracking emerging technologies; participating in educational opportunities; reading professional publications. Enhance organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments. Manage projects from conception through development planning, budgeting, and scheduling; supervise technicians; present program highlights at executive conferences and trade shows.
- **InteractiveTV(ITV):** Design interactive media for diverse populations on virtual networking services. Development of relational database material & hypermedia applets for a Intranet solution and authoring of living, breathing applications for the narrowband & broadband multimedia rich Web and Interactive TV environment for a variety of companies in the market place.
- **Video Production:** Provide media & virtual environment consulting, producing and directing all digital video sequences relative to concept prototype of a hypermedia Internet/Intranet environment. Guided and supervise in all video production phases to deliver prototypes for interactive network service in the use of streaming media and broadcast material.
- **CD & DVD Titles:** Strong management skills have been acquired in the corporate world of development, preparation, production and direction of originated commercials, documentary, instructional, training, educational, and corporate image programs. Implement planning and improving the technical aspects of production with the development of linear to non-linear stand-alone interactive multimedia presentations.

internet **The Wine Underground** IT manager, design and development, production manager, SEO, and video branding. Online wine and beer shopping cart. On going maintenance and marketing.

**Comment [dc1]:** 1. Develops multimedia design concepts by examining marketing objectives; analyzing user goals and target audience; conducting focus groups, user interviews, and surveys. Leading multimedia design conferences by preparing storyboards; writing content; communicating requirements to multimedia design team; applying principles of human-computer interaction, comprehension, learning, and aesthetics; preparing specifications; developing and testing prototypes.

3. Produce multimedia design interface by integrating multimedia design concepts and specifications throughout site elements; resolving multimedia design problems; coordinating requirements among marketing, product development, design, and engineering teams; preparing documentation.

4. Validates multimedia design interface by testing site usability; making adjustments and corrections. Improves quality results by studying, evaluating, and re-designing creative processes; studying user tracking reports; implementing usability changes.

5. Update job knowledge by tracking emerging creative techniques and web technologies; participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.

Accomplishes organization goals by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.

### Comment [dc2]:



### CD & DVD Titles

**Qwest MRG**, Denver, CO, Concept Prototype of a hypermedia shopping application " *City Keys* "

**New Orleans Metropolitan Convention & Visitors Bureau**,

**NOMCVB** New Orleans, LA, Concept

& Develop Vertical Media Program

**AT&T Network Systems**; Video

Managers, Chicago, IL

TEACHING	<b>Instructor</b> <b>Denver University</b> Denver, CO Instructed undergraduate students in classroom and laboratory settings.	2003-Present
	<ul style="list-style-type: none"> <li>Multimedia production in: <b>Flash</b> design &amp; development. <b>Final Cut Pro, Premiere &amp; After Effects</b>, digital non-linear video editing production classes. <b>Maya</b>, 3D animation. <b>Dreamweaver</b> Web Site design, &amp; development. <a href="#">WebSite building and site management syllabus</a></li> </ul>	
	<b>Instructor</b> <b>CU-Denver</b> Denver, CO Instructed undergraduate students in classroom and laboratory settings.	2001-2004
	<ul style="list-style-type: none"> <li>Multimedia production in: <b>Flash</b> design &amp; development. <b>Final Cut Pro, Premiere &amp; After Effects</b>, digital non-linear video editing production classes. <b>Maya</b>, 3D animation. <b>Dreamweaver</b> Web Site design, &amp; development. <a href="#">AVsyllabus</a>, <a href="#">Flash intro syllabus</a>, <a href="#">Flash Adv syllabus</a>, &amp; <a href="#">Faculty Course Questionnaire (FCQ) Results for CU-Denver</a></li> </ul>	
	<b>Instructor</b> <b>Red Rocks Community College</b> Denver, CO Instructed undergraduate students in classroom and laboratory settings.	1994-2003
	<ul style="list-style-type: none"> <li>Multimedia production/digital non-linear video editing, 3D animation, Web Site design, &amp; video/film production classes.</li> </ul>	

INTERNET	<b>Director of Web Development &amp; Design</b> <b>Weaver Publications, Inc.</b> Denver, CO WebSite design and Internet application development.	2000
	<ul style="list-style-type: none"> <li><b>Web Site Design &amp; Development:</b> Internet Project Coordinator/Manager, providing cost effective solutions to the various aspects of WebSite design and Internet application development in a vertical media program designed to impact various designation markets; <i>Las Vegas, San Diego, San Francisco</i> and <i>New Orleans</i>. Work with there clients, on objective focused and controlled web environment to strengthen and grow brand identify.</li> <li><b>CD &amp; DVD Titles:</b> Design editorial content and advertising exposure creating a front door and directory to the <a href="#">NOMCVB</a> web site</li> </ul>	
	<b>Multimedia Manager</b> <b>Media News Group</b> Denver, CO WebSite design and Internet application development.	1990s
	<ul style="list-style-type: none"> <li><b>Web Site Design &amp; Development:</b> Assisted in the creation of a finely tuned and innovative WebSite <a href="#">newschoice.com</a> On-Line electronic newspaper. Experience in the areas of Internet/Intranet Application Development, and WebSite Design.</li> <li><b>Video Production:</b> Media content provider &amp; virtual environment producing digital movie teaser sequences for the Entertainment section. Responsible for designing &amp; integrating the deployment of "The Peak " radio station for the Entertainment.</li> </ul>	

ITV	<b>Multi Media Producer</b> <b>Qwest: Marketing Resource Group</b> Denver, CO Authoring Environment Workstations Group.	1990s
	<ul style="list-style-type: none"> <li><b>InteractiveTV(ITV):</b> Provide media &amp; virtual environment consulting, producing and directing all digital video sequences relative to concept prototype of a hypermedia shopping application.</li> <li><b>Video Production:</b> Guided and supervise in all video production phases to deliver a prototype for interactive network service.</li> </ul>	
	<b>Project Coordinator &amp; Contractor</b> <b>AT&amp;T Solutions</b> Raleigh, NC Authoring Environment Workstations Group.	1990s
	<ul style="list-style-type: none"> <li><b>InteractiveTV(ITV):</b> Virtual Environment Consulting, EPPV/VOD-Interactive ITV for Royal Caribbean Cruises delivery systems.</li> </ul>	
	<b>Project Advisor &amp; Contractor</b> <b>AT&amp;T Network Systems</b> Chicago, IL Authoring Environment Workstations Group	1990s
	<ul style="list-style-type: none"> <li><b>InteractiveTV(ITV):</b> Key participant in designing end-to-end high-level architecture and applications for EPPV/VOD InteractiveTV delivery systems &amp; Web Site-Cable Modem development. Coordinate all activities</li> </ul>	

Comment [dc3]:



Web Site Development

[Academy School District-Net20](#)  
[Colorado Springs](#)  
[MediaNews Group](#)  
[Overlake Mortgage](#)  
[Weaver Publishing Denver](#)  
[Streamside Design](#)  
[NOMCVB](#)  
[RecDiver](#)  
[Aronowitz & Ford](#)  
[Founders Title](#)  
[Vertex-Financial Group](#)  
[GoDirect Financial](#)  
[Frank Shorter](#)  
[AT&T Network Systems;](#)  
[Authoring Environment Workstations Group, Chicago, IL](#)

Comment [dc4]:



InteractiveTV(ITV)

[AT&T Network Systems;](#)  
[Authoring Environment Workstations Group, Chicago, IL](#)  
[Keystone Resorts;](#) Interactive Application EPPV/VOD, Denver, CO  
[Cablevision,](#) Interactive Application EPPV/VOD, New York, NY  
[Royal Caribbean Cruises,](#) Interactive Application EPPV/VOD, Miami, Florida  
[AT&T SOLUTION,](#) Interactive Application EPPV/VOD, Raleigh, NC  
[Qwest MRG, Concept Prototype of a hypermedia shopping application VOD, Denver, CO](#)

within the Multimedia production department. AT&T clients, projects of involvement in programming prototypes, Cablevision, Interactive Digital Solutions, Royal Caribbean Cruises, & Keystone Resorts. Non-linear editing of digital video (Quicktime movies) for cable modem environment on set top boxes.

- **Video Production:** Media content provider & virtual environment consulting, producing and directing digital video prototype sequences relative to the Authoring Environment Workstations Group & Video Manager Group. Key participant in designing & integrating a multimedia D1 video facility with new & existing hardware for MPEG 2 testing & deployment. **President's Award**

**VIDEO** ----- 1990s

**Producer/Director, & Editor**

**Update International** Denver, CO

Video Production

- **Video Production:** Preparation, production and direction of locally originated documentary, instructional and promotional material for various clients at Update.

**Producer/Director**

**Cable 34 - Community TV** Eugene, OR

Video Production

- **Video Production:** Preparation, production and direction of locally originated documentary, instructional and promotional material produced for the station. Acted as liaison between clients and production department. Scheduling of production equipment. Accessed students in planning and improving the technical aspects of production.

**Producer/Director, Cameraman, Floor Director, Technical Director & Graphics**

**KMTR - TV (NBC Affiliate);** Springfield, OR

Video Production/News Production (live)

- **Video Production:** All functions associated with the preparation, production and direction of locally originated public affairs weekly programs produced for the station & nightly news. Prepared graphics and illustrations associated with commercial and program production needs. Created written material for production.

**GRAPHICS** ----- 1990s

**Graphics & Cameraman**

**Lane Community College;** Eugene, OR

Video Production/Educational videos

- **Video Production:** Coordinated classroom recordings, assisted telecourse operation, satellite feeds, video duplication and instructional programs.

**AWARDS**

AT&T Transmission Systems Business Unit **President's Award**  
 Published Inventor European Patent - **US West Technologies, Inc.**  
**Tokyo Video Festival**  
 Graduate Teaching Fellowship **University of Iowa, Iowa City, Iowa**

**LANGUAGES, DATABASES/SCRIPTS**

HTML, CSS, Java Applets, Java Script, CGI, DHTML, ASP, C++, JSP, PHP/MySQL, XML, VBScript, Visual J++, ColdfusionMX, Flash, ActionScript, Perl

**SOFTWARE**

.css .jsp .asp .php .html .xml .dhtml .shtml .xhtml (DreamWeaver, & HomeSite)  
 .java .cmf (Visual Café, Coldfusion Server)  
 .swf .dcr .dir (Flash, Flash Communication Server & Director)  
 .mov .avi .wm .rjt .ram .smi .mpeg (Premiere, Avid, FinalCut Pro, Helix Server, Real Audio & AfterEffects)  
 .mb .br (Maya, Bryce 3D, Infini-D, Strata Studio Pro, & Electric Image)  
 .pdf .jpg .gif .bmp (FireWorks, Photoshop, PowerPoint, PageMaker, Quark X-Press, Illustrator, Freehand)

**ASSOCIATIONS**

**AIVF** - Association of Independent Video and Filmmakers, Inc., New York, NY

**Comment [dc5]:**



**Video Production**

**Colorado School District**, Denver, CO  
**American Airlines and Sheraton Hotels of Hawaii;** "PARTNERS IN PARADISE", DALLAS, TX,  
**Cimarron/Bacon/O'Brien;** "GRAND TOUR" Canne Film Festival, Los Angeles, CA  
**Maritime Museum;** "THE SAILING GILLNETTER" Sailing Gillnetter on the Columbia river, Astoria, OR  
**Video Tutorial Services;** "CALCULUS COMPANION SHOWS", New York, NY  
**Junction City Scandinavian Festival;** "SCANDINAVIAN FESTIVAL", Junction City, OR  
**Starbecker Productions;** "TROUBLE SPOTS" Training Video school bus safety, Silver Spring, Maryland  
**Phoenix Production;** "THE FINISH LINE" behind the scenes, Los Angeles, CA  
**Inside Edition;** "TASS", New York, NY  
**Heli-Jet Corp.;** "TOP-FLIGHT AERIAL APPLICATION" Promotional Video, Eugene, OR  
**Willamette Valley Co.;** "THE WILLAMETTE VALLEY COMPANY", Eugene, OR  
**Incredible Sunday,** Los Angeles, CA  
**ACTV-Domestic;** "JERRY ANDRUS" Interactive Television Presentation (5 min.), New York, NY  
**Lifetime Network;** "ORTHOPEDECS SURGERY UPDATE" Documentary, Los Angeles, CA  
**Christ Life-style Network, Inc.;** "LIVING WATER" Drama (90 min.), Eugene, Oregon  
**Artward Productions;** "WOODY HERMAN'S HOLLYWOOD BOWL", Los Angeles, CA  
**Champion Friction;** "THE CHAMPION FRICTION COMPANY" Industrial Video Brochure, Eugene, OR  
**Upton Productions;** New York, NY  
 "PORTRAIT OF THE PLAINS" Masis Mara Game Reserve  
**J.J. Avery, Inc.;** "LACT- AID" Instructional presentation on lactation (30 min.), Denver, CO  
**KMTR - TV;** "IN FOCUS" Public Affairs Weekly Program, Eugene, OR