508 Highgate Ave
Buffalo, NY 14215
(716) 909-4396
me@dennisreedjr.com

Dennis Reed Jr, MA

About Me:

You're going to read mostly about my technical skills below. Yes, I write Web pages and program interactive Web applications from scratch. A lot of people can do that. What really makes me a successful Web designer are my additional abilities as a *storyteller* and a *communicator*.

The Web may run on computers that require a lot of technical programming skills, but its real power is as a communication medium. It's where you can tell your story to people twenty-four hours a day. Maybe you want them to associate your brand with prestige, excitement or mystery. Maybe you want people to learn where your organization comes from, why it does what it does, and why it is important. To tell these stories on the Web takes more than proficiency in a programming language (or three). It takes graphic design, photography and carefully crafted messaging.

This is where I distinguish myself from most of my esteemed colleagues in Web development. Technical expertise is important, and mine is detailed below for a good reason. But it is only part of the picture.

Professional Experience:

2/2011 – Present   *University at Buffalo*   Buffalo, NY

Webmaster / Information Designer

- Joined the Information Technology Policy & Communications team in the last year of a three-year project to completely overhaul UB's major Web presence (internally called the Digital Content Initiative, or DCI). The project featured exhaustive research into and documentation of many Web best practices in which I was immediately trained. These include specialized techniques for writing for the Web, Search Engine Optimization (SEO), the collection and application of site visitor statistics, identification of key audiences and messaging strategies, and considerations for user experience in Web page navigation and organization.

- Played a crucial role in finishing and executing the DCI by providing the final design of dozens of pages in the UBIT site, adapting existing "legacy" programming to the new Content Management System purchased by the university, providing documentation and training on the system to other UB departments, and developing workflows and standards for my own team.

- Created a PHP (Hypertext Preprocessor programming language) and SQL (Structured Query Language) database for a registration system for the professional development committee I was asked

to serve on in January of 2012. Also designed and took the photographs for the committee's Web site, and created posters for each of our seven events (mostly IT-wide presentations and workshops) to date.

- Led the 2012 "Copyright Compliance" campaign, which included my conception and execution of the campaign slogan and collateral: an eye-catching bus ad, two posters, a closed-circuit campus television ad, and an information packet for Residence Hall monitors.

- Edited the video for the Chief Information Officer's Holiday Party (2012), which included gathering existing video elements from past gatherings and editing them together, while providing new titles and syncing new music.

- Designed the "Phishing Awareness" poster for UB's 2013 New Employee Packet at the request of the Information Security Office.

5/2003 – 2/2011   *Buffalo State College*   Buffalo, NY

Webmaster / Information Designer

- Designed, tested, and maintained several iterations of a high-volume Web site for E. H. Butler Library at Buffalo State College. The designs were the result of extensive collaborations with library staff and campus faculty, statistical evaluations of student surveys, interviews, and firsthand observation of user testing.

- Used SQL to create databases customized to meet the information storage needs of the library. Information included staff directory, library hours, lists of periodical databases and similar electronic resources, and over 5,000 print periodical holdings.

- Used PHP to write Web pages to allow staff to manage and users to view and search relevant contents of SQL databases. Also used PHP to parse RSS feeds for appropriate display, display appropriate "Last Updated" dates on Web pages, and show current library hours on the Web.

- Used CSS (Cascading Style Sheets) to define site-wide text and content formatting rules, including different displays for Web, print, and mobile devices.

- Used XML (Extensible Markup Language) to author RSS (Really Simple Syndication) feeds for the library's podcast.

- Deployed a variety of the above Web technologies to create a mobile Web site for the library.

- Worked with library's Marketing and Outreach Librarian to

establish a cohesive social Web ("Web 2.0") strategy, which included a distinctive, modern-looking icon for the library, and the coordination of a Wordpress blog, Flickr, Facebook, and Twitter Web presences.

- Collaborated with College Relations staff to optimize library Web pages for use with the campus search engine technology, and tweaked the parameters of the search engine administrative software to fine-tune library search results.

- Optimized library Web content for search engine visibility through the use of appropriate meta tags, heading tags, and content placement.

- Assisted in the creation and configuration of content management systems (CMS) for various campus projects. CMS's used included Drupal, Wordpress, Ingeniux, SharePoint, and Google Docs.

- Developed multimedia Web content for dozens of library Web projects, including recording, compressing and delivering video and audio; writing scripts for an original audio podcast; authoring interactive Adobe Flash content; and embedding Flickr and YouTube content.

- Designed hundreds of library-related print materials, including promotional signage, campus and library maps, informational brochures, conference materials, bookmarks, and internal forms. Also designed templates for office signs and the campus ID card.

- Partnered with campus computer information systems employees to develop a faculty and staff publications database.

- Met with local mobile app developers to explore a campus mobile app, providing graphics and screen sequences.

- Provided original photography for use in library print and Web publications.

- Provided original freehand illustrations for use in library print and Web publications.

- Worked with many different computer programs, achieving expert proficiency in most of the following:

>> Adobe Dreamweaver (Web editing)
>> Adobe Flash (Web animation and interactivity)
>> Adobe Illustrator
>> Adobe Photoshop
>> Bias Sound Peak Pro (audio editing and compression)
>> Final Cut Pro (video editing and compression)
>> Microsoft Office Suite
>> Quark Express (print document publishing)

2/05 – Present   Buffalo, NY
Contract Work

- Produced Web sites for three organizations associated with the Buffalo State's Monroe Fordham Regional History Center: The Western New York Steel Plant Museum, The Larkin Collection and the Nash House.

- Process included interviews with stakeholders, timely digital delivery of comps, original photography, and audio and video capture and compressions as necessary.

- Designed and guided to publication two full-length books by Buffalo State campus authors. Duties included author meetings, manuscript proofing and preparation, editorial suggestions, typeface selection and layout, asset organization, color correction, publisher / printer meetings, and binding and material selection.

- Designed and guided to publication a quarterly newsletter for the Animal Advocates of Western New York. Duties included copyediting, copywriting, thematic organization, and providing print and Web versions. This project is ongoing.

- Produced a full-length promotional (60 minutes) video for a local band, shooting, editing and compressing the footage.

- Produced a 30-minute video for published North Tonawanda poet and Buffalo State College professor Charles Bachman. Duties included collaborating with Dr. Bachman on writing the scripted interview, lighting the scene in his home with a 3-piece Lowel lighting kit, outfitting Dr. Bachman with a wireless (lavalier) mic to obtain pristine audio, editing the interview, and providing Web-ready and DVD versions of the final cut.

8/08 – 8/10   *Buffalo State College*   Buffalo, NY
Adjunct Writing Professor

- Taught two introductory courses in writing, covering writing mechanics, rhetoric, research methods, logic, and creativity.

9/2000 – 7/2001   *Color-Tech Imaging*   Amherst, NY
Digital Imaging Specialist

- Learned industry-standard techniques for digital photographic manipulation, including color correction, density correction, and cosmetic digital "airbrushing."

- Worked with many professional photographers in the WNY region on a wide variety of projects, including high school yearbook photos, historic photograph restoration, wedding photos, color slides for company presentations and photographs for entry in national competitions.

- Helped develop a logical naming and storage system to organize company's massive archive of tens of thousands of digital images.
- Used Quark Express to create and update departmental document templates, and company catalogue.
- Used Adobe Illustrator to create and update templates for products such as sports cards and holiday greeting cards.
- Worked with a team on development of the company Web site.
- Became conversant with specialized Kodak negative scanning and slide burning software.
- Prepared orders for print output from a wide range of media, including: flatbed scans, negative scans, and digital files on CD-ROMs, Zip discs, and digital cameras.

1/99 – 5/02   *Xcel Communications*   Cheektowaga, NY

Website Developer, Customer Service, Sales

- Designed dozens of web sites for various companies, using Notepad, Allaire HomeSite, and Microsoft Developer to author and maintain the HTML. Most sites included: creating or implementing company logos with Photoshop; writing and correcting copy; organizing company product lists; creating buttons and similar navigation schemes; using simple CGI scripts for customer feedback and order forms.
- Created the front end (GUI) of our web mail client, used by over 100,000 customers, working with a team of Java and ASP programmers for over a year on the project.
- Published clients' sites by use of FTP, editing UNIX text files, and placing HTML files in appropriate directories.
- Assisted in the correction and creation of copy for our company's press releases, web sites, brochures, and related sales collateral.
- Gained familiarity with various e-mail platforms and programs.

Education: *Buffalo State College*   Buffalo, NY

Master of Arts

Received December, 2008, in English Literature.

Professional
References:

Diana Tuorto
Known 1 year.
(267) 253-9164
Director of Social Media
Information Technology Policy and Communications, University at Buffalo,
Buffalo, NY.

Maureen Lindstrom
Known 10 years.
(716) 878-236
Associate Director for Information Commons
E. H. Butler Library, Buffalo State College, Buffalo, NY.

Susan Staddon
Known 12 years.
(716) 689-1639
Digital Department Manager
Color-Tech Imaging, Amherst, NY.